

SPECIAL PROMOTIONAL SECTION

SONOMA
COUNTY

SUSTAINABLE

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.

SONOMA
COUNTY

WINEGROWERS

Stewardship. Integrity. Collaboration.



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About Us

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 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 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.

Acknowledgements

This report could not have been produced without the support of the following people:

- SONOMA COUNTY WINEGROWERS STAFF**
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STAY CONNECTED

Keep informed of the latest news, information, and updates on our sustainability initiative.

WEBSITE: www.sonomawinegrape.org

FACEBOOK.COM/sonomagrapes
TWITTER.COM/sonomagrapes
INSTAGRAM.COM/sonomacountywinegrowers



Chairman Kevin Barr and SCW President Karissa Kruse Accept the 2016 Governor’s Environmental and Economic Leadership Award (GEELA).

Letter from the Chairman

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 were committed to becoming the nation’s first 100% sustainable wine region within the next five years. While her declaration was met with many questions from growers, winemakers and the world’s wine community, our actions quickly established Sonoma County as the global leader for sustainable winegrowing.

As the New Year begins it will be just 24 months until 2019. The progress made to date towards 100% sustainability is nothing short of remarkable – we are well on our way to meeting the goal and soon consumers will be able to purchase any Sonoma County wine with confidence knowing that all of the region’s wines are grown and made in the nation’s first 100% sustainable wine region. However, despite all the success we have achieved, we still have a lot of work to do before our goal is realized.

Our commitment to sustainability makes us more environmentally-conscious in how we conduct our vineyard and winery practices; more socially-responsible in how we treat our employees, neighbors and local community and more focused on being economically-viable so that our business remains productive and profitable. It benefits Sonoma County as a whole as it is critical to maintaining our agricultural heritage. And, sustainability provides a critical point of differentiation among consumers overwhelmed when walking down the wine aisle or perusing a restaurant’s wine list. This is especially true among millennials who despite coming

of age in one of the most difficult economic climates in the past 100 years, continue to be most willing to pay extra for sustainable offerings. According to a recent Nielsen global online survey — almost three-out-of-four respondents (72%) said they would be willing to pay extra for sustainable products. This was up from 55% in 2014.

Our commission has done an amazing job in making resources available, meeting with growers and providing tools to aid in certification. The recent hiring of Emily Lambert Farrant, as our new Sustainability Manager, joining Robert LaVine, in his sustainability consultant role, provides all of our growers with unmatched support, insight and expertise to aid their efforts to successfully become certified sustainable. But more is needed.

To ultimately be successful in achieving 100% participation, we must have the support and active involvement from the wineries. Wineries are the growers’ customers. Winegrowers listen to the wineries and will follow their lead. We are blessed to have such respected, visionary wine industry leaders in Sonoma County. Some wineries have begun paying premium prices for certified sustainably grown grapes. This is a fabulous commitment, but I believe any winery can positively impact change simply by having their grape buying teams supporting our sustainable efforts and encouraging their growers to seek and achieve certification.

Let me be clear – Sonoma County’s much sought-after wines are the target of our competitors throughout California, from other states and from other countries. In addition to the many benefits of sustainability, and I am confident that winegrowers and wineries have the leadership and desire to work together to make this vision a reality.

Sincerely,



Kevin Barr
SCWC Board Chairman and Owner of Redwood Empire Vineyard Management Company

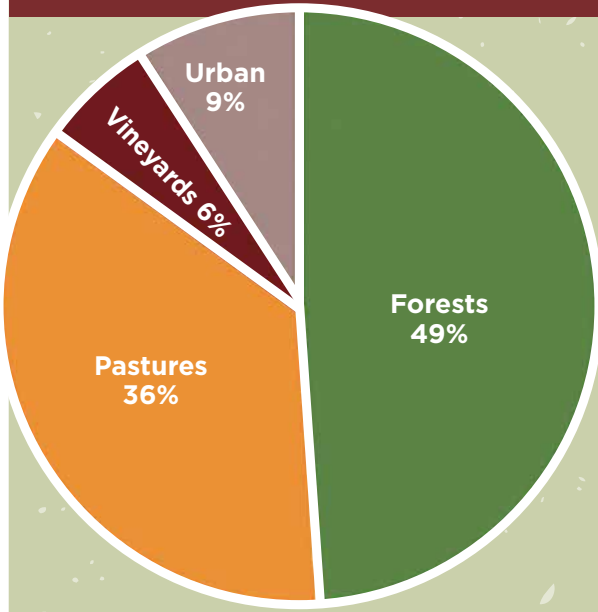
GRAPE GROWING FACTS

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
- **58,235** 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 or 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.

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



Sonoma County Grape Growers By the Numbers

- **More than 1,800** grape growers in Sonoma County
- **85%** of Sonoma County vineyards are family-owned and operated



Sonoma County Winegrowers Recognized By Governor Brown with California's Highest Environmental Honor

On January 19, 2015, California Governor Jerry Brown recognized the Sonoma County Winegrowers sustainability commitment and progress with the State's highest environmental honor, the Governor's Environmental and Economic Leadership Award (GEELA).

The GEELA program recognizes individuals, organizations, and businesses that have demonstrated exceptional leadership and made notable contributions in conserving California's precious resources, protecting and enhancing our environment, and building public-private partnerships. The annual award is administered by the California Environmental Protection Agency, in partnership with the Natural Resources Agency, the Department of Food and Agriculture, the State Transportation Agency, the Business, Consumer Services, and Housing Agency, the Labor and Workforce Development Agency, and the Health and Human Services Agency.

For the Sonoma County Winegrowers, this is an incredible honor to be recognized for their environmental leadership and it validates the depth of the region's sustainability program that focuses on being socially responsible, environmentally conscientious, and economically viable. This recognition is also testament to the dedication and leadership of Sonoma County's 1,800 grape growers who have worked tirelessly to ensure they positively impact the local community and preserve agriculture here in Sonoma County.

At the time of receiving the award, Secretary of the California Department of Food & Agriculture Karen Ross commended Sonoma County grape growers, saying, "I congratulate Sonoma County Winegrowers on this recognition of their remarkable commitment to the Sustainable Winegrowing Program. It is a fitting tribute to the dedicated and collaborative efforts of grape growers throughout the county."

President's Letter



As the new year begins, there is much to celebrate in Sonoma County. I celebrate that we have come together as a grape growing community to work in collaboration to position Sonoma County as a sustainable farming region, a title and leadership position that is unparalleled anywhere in the world. I am proud that we are working together to share the farming story of Sonoma County. It is a story about families who farm, about stewardship, about a love of the land, about caring for each other, our neighbors, our employees and about giving back to this great place where we all live and call home. Together, we are creating a brand for Sonoma County grapes, which are the foundation

for so many wonderful Sonoma County wines. However, the work is never done and we must remain committed to preserving our agricultural heritage.

For the past few years, we have made major announcements in January at our annual Dollars & Sense Seminar and Tradeshow. These announcements recognize the initiatives that we have undergone or are launching to support our continued mission to be caretakers of the land in Sonoma County, protecting our farms and farming legacy and supporting our business viability in an ever-changing landscape. Many of these initiatives continue to position us as global leaders and innovators in wine and agriculture, but closer to home,

we do this to ensure grape growers are able to farm in the region for generations to come.

In 2014, we announced that Sonoma County was committed to becoming the nation's first 100% sustainable wine region. Although many of the region's multigenerational wine growers and winemakers have been practicing sustainable farming techniques and winemaking practices for decades, we sought to formalize our sustainability efforts as a wine region. Sonoma County has great leaders who have championed our local wine community's sustainable efforts and they have long been at the forefront of creating and utilizing sustainable practices in the vineyard, in the winery and in running their businesses. This was a natural step that has brought international recognition to the region as a leader in the wine industry. In fact, last year we were recognized with California's highest environmental honor, the Governor's Environmental and Economic Leadership Award.

Even with our successful sustainability efforts, which provide a set of best management practices, we knew that we still needed a longer term view and plan to preserve agriculture in Sonoma County. In 2015, Sonoma County Winegrowers developed a 100-year business plan to provide a roadmap to preserve agriculture in the region well into the 22nd Century. The 100-year plan was written as a living document. The time period was chosen as a natural period that touches everyone in a tangible way - it represents two generations before and the next two future generations - in essence spanning from grandparents to grandchildren. With a long term recognition of critical areas that need focus for successful agricultural preservation, it also allows for one- and five-year goals that will create transformational opportunities for collaboration and partnerships with a variety of groups including agricultural, business, community and education as well as government leaders to find tangible solutions and provide flexibility for the unexpected. Our 100-year plan is believed to be the first of its kind in the agricultural industry.

Last year, as we moved closer to our quest to become the first 100% sustainable winegrowing region, we turned our attention to the socially-responsible component of sustainability with the relaunch of the Sonoma County Grape Growers Foundation to provide resources and support for agricultural

Sonoma County Winegrowers Sustainability Report Card

On January 15, 2014, the Sonoma County Winegrowers announced a bold commitment to become a 100% sustainable wine region by 2019. Since the last report, Sonoma County's vineyards and wineries have made significant progress towards reaching that goal.

Sonoma County Sustainable Vineyards by Acreage

| 2016 | 2015 | 2014 |
|---|---|--|
| 85% Vineyard acres sustainably self-assessed (49,577 acres) ¹ | 64% Vineyard acres sustainably self-assessed (37,392 acres) ¹ | 43% Vineyard acres sustainably self-assessed (25,987 acres) ¹ |
| 60% Vineyard acres certified sustainable by a third-party audit (34,654 acres) ¹ | 48% Vineyard acres certified sustainable by a third party audit (27,761 acres) ¹ | 33% Vineyard acres certified sustainable (21,491 acres) ¹ |

¹: Survey of vineyard owners conducted by Sonoma County Winegrape Commission and accepted third party certification programs, including CSWA, Fish Friendly Farming, Lodi Rules, and Sustainable in Practice (SIP).

employees and their families. The Foundation is working with various community-based organizations and government agencies to identify existing resources, leverage available support and create new programs to assist local agricultural employees and their families in the areas of affordable housing, childcare, education, healthcare, and workforce development. People really are the most important part of any community. We are excited about the progress made this past year and the opportunity to provide more support and make a positive impact in the lives of our agricultural employees and their families in the future.

As we begin 2017, our country, our state, our region and our industry are at a crossroads. Farm income across the nation has declined for the past three years. There is a shortage of skilled labor throughout California and Sonoma County. Rapid population growth is resulting in increased housing and development encroaching on our farms. More than 40,000 acres of farmland is lost each year in California with more than 200,000 acres of farmland lost to development in the Bay Area since 1984. Our farmers and ranchers are getting older. Make no mistake, failure to address these and other pressing issues will threaten our industry, our lifestyle and our business.

As I stated earlier, we must continuously focus on our mission to preserve agriculture. That is why the Sonoma County Winegrowers will establish the **Sonoma County Center for Ag Sustainability** in 2017. This will enable us to focus and identify the most challenging problems facing us today and tomorrow so we can develop the most innovative strategies to ensure our continued success and the preservation of agriculture in Sonoma County.

We will do this using the talents of a recognized leader in strategy facilitation, Professor George Day of the Wharton School of Business. We will seek to bring experts from around the world to Sonoma County to convene as a "think tank" to focus on long term planning around the 8 pillars of our 100-year plan. These pillars include: community engagement, government & elected officials, human resources, innovation & research, marketing, natural resources, regulatory environment and strong value chain. This invitation-only group of experts will provide us an opportunity to leverage the best thinking and enable access to resources from far beyond Sonoma County to develop solutions and a work plan to enable Sonoma County farms to be viable in the future.

Please follow our journey towards 100% certified sustainable and watch for more exciting new developments in the coming year. Our quest never ceases and we are never satisfied with the status quo. Sonoma County is a recognized leader in the global wine community because of you and your support for our programs.

Sincerely,

Karissa Kruse

President, Sonoma County Winegrowers



SUSTAINABILITY: Defining The Goal

On January 15, 2014, the Sonoma County Winegrowers announced we are committed to becoming the nation's first 100% certified sustainable wine region by 2019.

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 transparency.

Although many of the region's multigenerational wine growers and winemakers have been practicing sustainable farming techniques and winemaking practices 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 17 AVAs (American Viticultural Areas) all working toward one goal -ensuring that the land stays preserved in agriculture, our community of neighbors and workers are treated with respect, and our industry continues to have a positive economic impact on the local community. When making this commitment, we promised to be fully transparent about our progress.

This comprehensive report shares the stories of our winegrower's and winemaker's path towards sustainability-highlighting their sustainable practices on the environment, local community and people, and Sonoma County economy.

We are proud of our local grape growers and hope you will celebrate their efforts and join us in helping to make Sonoma County the best place to live, work, and do business.



Agriculture is Sonoma County's Rich Heritage and Unfolding Future

By Tim Tesconi

For more than 150 years agriculture has been the backbone of the Sonoma County economy while defining the county's landscape and way of life. Agriculture is so essential to the county's economic and social fabric that it is called out on the County of Sonoma's great seal, proud recognition of farming's enduring role – past, present and future.

Once prominent cash crops like hops, potatoes and prunes have come and gone. But dedicated farmers here have persisted and adapted to changing markets. Their determination to preserve the land and nurture a thriving farming community is the envy of other regions in California and throughout the nation.

Since the 1850's when pioneer 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. Today our farm economy is propelled by winegrapes, which earn world class acclaim growing in the region's cool valleys and on its sunny slopes. The magical combination of climate, soil and precision farming has made Sonoma County one of the leading players on the global wine stage, alongside famed regions like Burgundy, Bordeaux and Tuscany.

But while Sonoma County's 60,000 acres of winegrapes account for more than two thirds of the county's farm income, only six percent of the county's more than one million acres of land is planted to vineyards. That leaves lots of land for the cows, sheep, chickens, hay, vegetable and fruit farms that uphold the promise of agricultural diversity. Because of its stellar wines and specialty farm products, Sonoma County is widely recognized as California's premier wine and food region.

A century ago the great plant wizard Luther Burbank said of this adopted home, "I firmly believe from what I have seen that this is the chosen spot of all the earth so far as nature is concerned."

Before and after Burbank selected Sonoma County as the fertile ground for plant breeding experiments that revolutionized agriculture, farmers have diligently worked the land to make Sonoma County one of the richest, most diversified agricultural areas of the world. While the crops have changed, many of the families who farm the land have endured. Well-known grape-growing families like the Youngs, Martinellis, Duttons and Mauritsons were once sheep, apple, prune or hop farmers before planting vineyards. They made the transition to winegrapes to keep their land and stay in farming. The late Robert Young, one of the wine industry's celebrated pioneers,



often said he would have happily continued growing prunes in the Alexander Valley if he could have made a living doing so. As wine increasingly became the agricultural identity of his valley over the years, he conceded that grapes were a much more glamorous commodity than prunes.

In the 1950s, the introduction of premium grape varietals like cabernet sauvignon and chardonnay revolutionized the California wine industry, leading to expanded vineyard production in Sonoma County. Other crops like apples, prunes and pears were in financial decline, so premium winegrapes offered an alternative for farmers like Robert Young eager for a new cash crop.

Wine grape production is Sonoma County's oldest, continuing farming endeavor. The wine boom of the 1960's took root so quickly because winegrapes had been part of the county's farming patchwork since the 1830s when the first grapes were planted by the Russians at farming outposts on the Sonoma Coast.

The first half of the 20th Century – particularly the era from 1920 to 1940 – is what historians consider the Golden Age of Sonoma County agriculture. There were more than 7,000 farms spread over more than 700,000 acres producing crops and livestock beyond the imagination of early day farmers.

By 1920, a dozen major crops, combined to make Sonoma County the eighth ranking county in the entire nation in farm production. It was first nationally in winegrapes, first in eggs and poultry; second in prunes, canning cherries and hops. As well as being a national leader in the production of apples, milk and livestock.

Eggs, milk and winegrapes have remained constants on Sonoma County farms and ranches over the last century. Crops like prunes, cherries and hops have vanished, shifting to other regions of California or the Pacific Northwest. Eggs, milk and winegrapes each had a turn at being the top crop in Sonoma County.

Poultry reigned supreme in the county's farm economy from the 1920's until the early 1950's, a period when Petaluma was known as the "Egg Basket of the World." Milk became the most valuable farm crop in Sonoma County in the 1950's when egg production shifted to Southern California because of sweeping changes including environmental housing of the laying hens. Milk production continued to increase in the 1950's as cows became more productive through selective breeding and consumers became more affluent in the years following World War II.

It was in 1987 that winegrapes eclipsed milk as the leading crop in Sonoma County in terms of farm income. Winegrapes have continued their rise in production and value, driving a dynamic community of growers and vintners that generates billions of dollars in revenue while fueling related industries like tourism and hospitality. The wine industry also provides a platform for the small-scale food producers and artisan cheesemakers as wineries and upscale restaurants pair Sonoma County wines with the bounty of specialty foods grown in Sonoma County.

The late Saralee McClelland Kunde, a grape grower and agriculture leader, said it best: "Farming is not only Sonoma County's rich heritage but its identity and its future."

AG BY THE NUMBERS

71%

of Sonoma County farms are 50 acres or less.

36,948 Acres

of

Agricultural land preserved by the Agricultural Preservation and Open Space District.

\$756,508,500

Total

Agricultural Value in Sonoma County for 2015.

Sonoma County is one of only two counties in California that has the word

Agriculture

on its county seal (Yolo is the other county).

| Breakout of the Top Agricultural Crop Categories in Sonoma County Over Last Century | | |
|---|------------------------------|---------------|
| Source: Sonoma County Crop Report | | |
| Year | Crop Category | Value |
| 1935 | Poultry Products | \$11,200,000 |
| 1940 | Poultry Products | \$11,686,442 |
| 1950 | Poultry Products | \$31,841,440 |
| 1960 | Livestock & Poultry Products | \$35,798,384 |
| 1970 | Livestock & Poultry Products | \$42,267,000 |
| 1980 | Livestock & Poultry Products | \$81,945,000 |
| 1990 | Fruit & Nut Crops | \$121,801,900 |
| 2000 | Fruit & Nut Crops | \$393,373,000 |
| 2010 | Fruit & Nut Crops | \$397,028,700 |
| 2015 | Fruit & Nut Crops | \$451,142,200 |

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

Agriculture in Sonoma County and throughout the United States faces increasing pressures that is threatening to put small family farms out of business.

Farmers have long contended with escalating costs, additional regulations, an aging work force and a labor shortage, drought, and the loss of land to development. These problems

aren't new, industry experts say, but they have expeditiously built over the last five years.

More than a business, farming is a way of life for these families and they're feeling the pressures and impact from rising costs, labor shortages, drought conditions, and other challenges.

| U.S. FARMING STATS | CALIFORNIA FARMING STATS | SONOMA COUNTY STATS |
|--|--|--|
| <ul style="list-style-type: none">• 40 acres of farmland are lost every HOUR in the U.S.*• 24 Million Acres of Ag land developed since 1982. <p>*According to the American Farmland Trust</p> | <ul style="list-style-type: none">• 40,000 acres of Ag land is developed and taken out of farming every year. If this rate continues, another 2 million acres will be lost by 2050*• The recent drought took more than 400,000 acres of California farmland out of production in 2014. <p>*According to the American Farmland Trust</p> | <p>Farming losses threaten the viability of local economy.</p> <ul style="list-style-type: none">• \$13.4 billion Economic value from Sonoma County's wine community• 54,000 full time jobs created by wine community• \$446 million Economic value of Sonoma County winegrapes in 2015 <p>* Economic impact study conducted by Stonebridge Research Group</p> |

THREAT

INCREASED FARMING COSTS:

Working in agriculture requires an extreme amount of flexibility due the unusual nature of growing crops, such as unpredictable weather conditions, time-sensitive, non-traditional work hours (day and night), and other challenges. As a result, the state of California has historically classified agriculture as exempt from overtime laws. Since 1976, ag employees have been paid overtime after 10 hours of worked performed per day or 60 hours a week. In September 2016, Governor Jerry Brown signed legislation removing the agricultural exemption for overtime. Lawmakers argued the new overtime laws will help workers and boost their paychecks, but that isn't likely to be the reality, many farmers say. With 88 percent of U.S. farms generating less than \$350,000 in gross income per year, farmers have limited budget resources. This means they'll have to give their ag employees fewer hours (40 hours a week compared to 60 hours) to maintain their small budgets. Meanwhile growers will be forced to increase recruitment efforts and look for more employees to ensure critical and time-sensitive work is completed.

THREAT

NEXT GENERATION:

Pursuing a career in agriculture is not as enticing to the next generation as it once was, even if their family are farmers. College students are not choosing agriculture as a career and we have seen a five-year consistent decline from college graduates with Ag-related degrees. This is a threat to the industry that desperately needs talented, smart, educated workers. Additionally, statistics show an aging workforce across the nation. In Sonoma County, the average age of farmers is 60 years of age, according to the Sonoma County Economic Development Board.

THREAT

LABOR SHORTAGE:

Winegrapes are a premium specialty crop that requires a skilled workforce. Finding skilled workers, however, continues to be challenging. The pool of willing and able workers has dwindled with federal immigration rules making it harder for people to move back and forth between Mexico and the United States. According to a farmworker study conducted by Sonoma County's Department of Health Services and released in October 2015, it showed that 88% of ag employees are permanent residents of Sonoma County. In addition to having difficulty finding talent, Sonoma County is also experiencing an affordable housing crisis that is impacting labor.

THREAT

CLIMATE CHANGE:

The drought that has plagued much of California these last five years has brought an increased awareness around the allocation of water used between residents and agriculture. There is a common public misperception that grapes require a significant amount of water. In truth, winegrapes are one of the most water efficient crops. In fact, of the 25-60+ inches of rainfall (on average), winegrapes only use roughly 3-6 inches of that to irrigate their vines, with the rest going back to recharge the aquifers. That's a stark contrast compared to urban and commercial areas that use up to 4 times the amount of water per acre as agricultural land. Farmers care deeply for their land and are continuously looking for ways to save water by installing drip irrigation, tapping into recycled waste water and/or using wind machines for frost protection. Grape growers make sure that every drop counts and are very mindful that too much irrigation will adversely impact the quality of the grapes while also increasing their costs. Farmers have always been at the mercy of Mother Nature and the drought has had a significant impact on the economic success of agriculture. According to Economic Analysis of the 2015 Drought For California Agriculture, developed by UC Davis Center for Watershed Sciences, ERA Economics and UC Agricultural Issues Center, it is estimated that the drought negatively impacted the California economy with direct agricultural losses around \$1.8 Billion, and impacting the overall CA economy with losses up to \$2.74 billion and nearly 21,00 jobs lost.

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)
- Owned 47 percent of the value of farm real estate (land and buildings)
- 20 percent of agriculture sales

Source: USDA - Census of Agriculture 2012

Sonoma County Winegrowers Launch SONOMA COUNTY 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** – a strategic think tank to help develop innovative ideas and strategies to strengthen and build upon the region's sustainability efforts and its 100-Year Business Plan to Preserve Agriculture. Understanding that it takes creative, thought provoking, and out-of-the-box thinking to solve some of the critical challenges facing Sonoma County's agricultural community, the Sonoma County Winegrowers are creating a groundbreaking program that will bring together a small, diverse group of thought leaders and experts from across various business industries, subject matters, academia, job functions and skill sets, and other unique backgrounds, to problem solve and develop new, fresh ideas that will advance farming not only in Sonoma County, but may also revolutionize grape growing and the larger wine industry across the globe.

The **Sonoma County Center for Ag Sustainability** will start off as a two-year program starting in January of 2017. As a first step,

the organization hired a globally recognized leader in strategy facilitation, Professor George Day, to help facilitate and manage the strategic planning of the Center for Ag Sustainability. As the Geoffrey T. Boisi Professor Emeritus at The Wharton School of Business and Co-Director of the Mack Institute for Innovation Management, Dr. Day has consulted with some of the most recognizable corporations, including General Electric, IBM, Coca-Cola, Boeing, Best Buy, Merck, Johnson & Johnson, and Medtronic. He is also the past chairman of the American Marketing Association.

The **Sonoma County Center for Ag Sustainability** will kick off as a 2-year program starting in January 2017. The first 6 months will be used to determine who will be invited to participate in order to create a diverse group of subject matter experts who can bring new thinking to one of the oldest professions in the world. In addition, the Sonoma County Winegrowers will develop the program and format in conjunction with Professor Day, as well facilitate a retreat with the Sonoma County Winegrowers Board of Directors to better understand scenario planning and the 100-year business plan pillars.

In June 2017, the **Sonoma County Center for Ag Sustainability** will begin to meet every 4 months for a strategic planning session on the pillars of the 100-Year Business Plan to determine insights, innovations, and recommendations on moving the grape growers forward. Throughout the 2-year program, the Sonoma County Winegrowers will share learning and progress broadly, which will culminate in a White Paper which will be published providing the insights and learnings to a global audience. These findings and ideas will also be incorporated into the Sonoma County Winegrowers strategic plan, marketing and branding efforts, and other areas of the organization that will guide their focus on the preservation of agriculture. The **Sonoma County Center for Ag Sustainability** is a breakthrough program that allows SCW to think beyond what is feasible today and develop the most innovative strategies to realize the vision of the pillars identified in our 100-year plan. Ultimately, providing new solutions and innovation from diverse experts that result in one simple goal – preserving local agriculture.

ENHANCING SONOMA COUNTY WINEGROWERS SUSTAINABILITY LEADERSHIP POSITION

In 2015, the Sonoma County Winegrowers unveiled a **100-Year Business Plan to Preserve Agriculture in Sonoma County**. This 100-year plan is believed to be the first of its kind in agriculture and the global wine industry, and provides a blueprint for long term planning and making critical decisions that will impact farming in Sonoma County. This Business Plan is the foundation for the organization's goals, strategies, and new initiatives and is being executed through both annual and five-year benchmarks and goals. The plan has identified eight key drivers for the long-term success of agriculture in the region, including **Community Engagement, Elected Officials, Human Resources, Innovation & Research, Marketing, Natural Resources, Regulatory Environment, and Strong Value Chain**.

SUSTAINABILITY THROUGH A GLOBAL LENS

A strong symbol of the global wine industry's interest in our sustainability efforts was the selection of Sonoma County as the host city for the 2016 Wine Vision Conference, a

global wine industry summit held annually that attracts more than 200 CEOs and senior level decision makers from close to 30 countries. It was the first time the event was held in the United States and the organizers stated our groundbreaking sustainability efforts were the main impetus for selecting Sonoma County. In addition, SCW President Karissa Kruse has been invited to speak at global conferences around the world to share insight on our sustainability efforts and progress.

IMPORTANCE OF SUSTAINABILITY TO THE CONSUMER AND TRADE

Sonoma County Winegrowers continues to test the viability and interest of consumers towards sustainable wine. All the current research on consumer behaviors shows strong interest in sustainability and that our efforts to become the first 100% sustainable wine region in the U.S. will make a difference in the marketplace. We also believe it will help wine lovers better understand that wine is an agricultural product and connect the farming

practices in the vineyards with what's in their glass. Wine trade representatives (sommeliers, wine buyers, wine distributors) from across the U.S. are also as equally excited and impressed with Sonoma County's sustainability efforts. In 2016, Sonoma County Winegrowers collaborated with the Guild of Sommeliers, an organization of more than 11,000 sommeliers and wine professionals around the world, to educate and inform these key influencers on why sustainability matters. SCW has also hosted dozens of wine trade professionals and invited them to Sonoma County to showcase the region's sustainability efforts. These important gatekeepers and influencers have remarked that sustainability sets Sonoma County apart from other wine regions around the globe. Many have also said that Sonoma County Winegrowers' focus on social responsibility and taking care of our vineyard employees makes them more interested in supporting our wines. This is critical in the marketplace where these sommeliers are helping consumers make purchasing decisions on wine in restaurants, wine bars, and retail shops.

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 sustainability program forward and maintain our global wine industry leadership.

Strategy 1: 100% Certification

With 85% of vineyards assessed and 60% certified as of December 2016 we will be focusing our efforts on ensuring all growers are certified by the end of 2019. One barrier to certification for growers has been the cost of a third-party audit as the certification process can cost upwards of \$1,000. To offset the cost SCW has created a voucher program-offering \$400 towards the cost of the first-year audit and \$250 for the second year. Additionally, we are working to group smaller vineyards within an AVA together so they can share the cost of one-day audit.

Strategy 2: Grower Return on Investment

Sustainability is about ensuring growers thrive in a competitive market that faces growing pressures. Part of our mission is to continue to show growers the value of sustainability and ensure they receive a return on their investment. With several Sonoma County wineries paying a premium for certified grapes, growers have an added financial incentive. Francis Ford Coppola Winery and Jackson Family Wines have increased the price per ton for certified sustainable grapes, resulting in more than \$500,000 additional money in the pockets of local growers. St. Francis Winery and Vineyards is offsetting the cost of sustainability certification by offering their growers a \$400 voucher; when matched with SCW's \$400 voucher this cuts the costs of certification significantly. It is partnerships like these that help growers receive a return on their sustainability efforts. As we look to the future, we will continue to build partnerships and educational opportunities to help Sonoma County growers become even more sustainable while streamlining their operations and efficiencies. We will continue to introduce innovations that will save time, money and improve environmental, social and business practices.

Sustainability Matters In the Marketplace

It Matters to Sommeliers

Wine trade representatives (sommeliers, wine buyers, wine distributors) from across the U.S. are also paying attention to our sustainability efforts and understand the important role Sonoma County is playing in the global conversation around sustainable wine. In fact, many have said that our focus on the people aspect of sustainability and efforts around improving the lives of our vineyard employees and their families sets us apart from other wine regions.

“Sustainability is more than just a commitment to quality practices and products in the vineyards. It’s a commitment to quality of life for the winery employees and vineyard workers as well. Happy people with a good work / life balance will put that positive energy back into the vines and wines, which we as buyers and consumers appreciate.”

–Wendy Heilmann, Director of Wine and Spirits at Pebble Beach Resorts.

It Matters to Wineries

The marketplace is starting to demand sustainably grown and produced wines. In fact, grocery store chains, wine shops, restaurants are all starting to inquire about a wine's level of sustainable practices. From a winery perspective, there's a lot of market opportunity to promote their sustainable practices and differentiate themselves from other wine labels. In addition, consumers are starting to care more about learning where their food comes from, including wine. They are interested by grape growers' farming practices and what happens in the vineyard, as well as the terroir's impact on what's in the bottle.

Wineries see sustainability as an important aspect of their wine brands, so much so that some wineries are starting to pay a premium for certified sustainable grapes.

Take it from Lise Asimont, Director of Grower Relations at Francis Ford Coppola Winery, who has made a bold commitment to source 100% of their fruit from certified sustainable vineyards by 2019: “Sustainable practices, whether in the vineyard or in the winery, make better wine. The goal to be certified sustainable drives many of the decisions we make in the vineyard. Our approach to vineyard cultural practices changes and our timing becomes more critical. The result is better balanced vines and higher quality winegrapes. When the grapes make it to our wineries, the goal to be certified sustainable guides our fermentations and bottling practices as well. At the end of the day, being sustainable is driving us to make better wines. Sustainable practices are not the end; they are a means to a better end for our company.”

Consumers Are Embracing Sustainable Brands & Products

Over the past decade both U.S. consumer awareness and consumer attitudes toward sustainability have increased to an all-time high.

In fact, a Nielsen Global Survey of 30,000 consumers worldwide conducted in 2015 shows that consumers are willing to pay more for sustainable products. Below is a snapshot of the of survey results:

65%

of 2014 total sales of consumer goods measured globally were produced by brands with an environmental and/or social commitment or cause.

66%

say they're willing to pay more for sustainable brands and products – up 10% from 2014 research.

59%

say the purchase driver was the product or services health and wellness benefits.

In addition, Millennials will soon become the nation's largest living generation. According to this Nielsen study, 73% say they are willing to pay extra for sustainable offerings - up 23% from 2014 data. In the three years since Sonoma County made its bold commitment to becoming the first 100% certified sustainable wine region in the U.S, the region is already attracting interest from consumers. Sonoma County Winegrowers conducted proprietary research in late 2015 that made it clear they care about our sustainability efforts. All of this research shows that consumers care deeply about sustainability and Sonoma County is ahead of the curve on this megatrend.

Strategy 3: Continue to Lead on Understanding Consumer Perceptions and the Global Marketplace

Lastly, we will continue to conduct consumer research to better understand what wine consumers value and how they perceive our sustainability efforts. We will continue to market and promote Sonoma County's sustainability efforts so that growers are recognized and known as agricultural leaders and build the demand in the marketplace for sustainable wine. That will in turn build more demand for certified sustainable grapes, thus increasing the value for winegrapes in Sonoma County.

20%

of respondents had heard of Sonoma County's goal to become 100% sustainable.

50%

of respondents said it would distinguish Sonoma County from other wine producing regions.

44%

of respondents said they would be more likely to purchase or support Sonoma County because of these sustainability efforts.

In 2016, Sonoma County Winegrowers released proprietary research in conjunction with Wine Opinions to understand consumer perception on Sonoma County's sustainability program.

PEOPLE. Planet. Profit

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 our community.

More than 85% of the vineyards in Sonoma County are family owned, and a majority have been farming for 3-4 generations spanning over 100 years. Over the course of this time, Sonoma County grape growers have been fortunate to employ some of the country's most talented, skilled, hardworking, and devoted employees.



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.

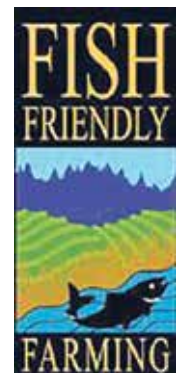
In addition to a focus on environmental stewardship and the preservation of agriculture, Sonoma County's sustainability program focuses on each vineyard's practices related to social equity. Under Sonoma County's sustainability program, winegrowers follow 21 comprehensive best practices focused on a 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 to 4) on their human resource practices and contributions to the community. Each practice is scored and winegrowers are required to either adopt new practices or improve upon existing ones. The social equity requirements cover topics such as employee training and development, healthcare benefits, communication with neighbors, community involvement, positive contributions to the community and industry, charitable giving, participation in industry initiatives, and many more.

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.

Currently, Sonoma County Sustainability works with four programs:



All four of these programs have met our strict criteria and have been vetted by environmental policy advocates, viticulture experts, wine industry leaders, and other stakeholders.

SUSTAINABILITY PRACTICE PERFORMANCE:

99% of surveyed acres reported providing employees opportunities for further education, training and development. In Sonoma County UCCE, the Agricultural Commissioners office, Sonoma Winegrape Commission, and other organizations provide such training. Employees are trained on wide array of topics, including workplace safety, quality winegrape production, insect and pest identification, and workplace behavior. Most employers paid workers to attend such training.

SUSTAINABILITY PRACTICE PERFORMANCE:

82% of assessed vineyard acres reported contributing financially or by giving time to community organizations such as police and fire departments, schools, and other community organizations.



DEFINING SUSTAINABILITY

People. Planet. Profit.

Sonoma County's Winegrowers take a triple-bottom line approach to sustainable practices that measure 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.

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. Focus is on marketing initiatives and partnerships, community engagement, grower education and sustainability.



The Foundation mission is for Sonoma County grape growers to be leaders in social sustainability through partnerships and programs that support the skilled agricultural workforce and their families who sustain farming in Sonoma County. Focus is on social sustainability initiatives of affordable housing, childcare, education, healthcare and workforce development.



2016 Relaunch of Sonoma County Grape Growers Foundation Sets Standard for Social Responsibility

As the Sonoma County Winegrowers move closer to reaching its goal of becoming America's first 100% certified sustainable wine region, the organization understood the importance of the social responsibility component of their sustainability efforts. For the long-term health and preservation of agriculture in Sonoma County, it's vital that the region take a leadership role in evolving and setting the standard for social responsibility

practices that improve the lives of its employees and their families.

As a result of their forward thinking and strategic planning, The Sonoma County Grape Growers Foundation (SCGGF) was relaunched in January 2016 with a goal of Sonoma County becoming the region of choice for agriculture employees to live and work. SCGGF's role is to convene and collaborate on behalf of the agricultural

community by working with various community-based organizations and government agencies to identify existing resources, leverage available support and create new programs that support agricultural employees and their families. The Foundation's top five strategic areas of priority are: Affordable Housing, Childcare, Education and Healthcare, and Workforce Development.

KEY ACCOMPLISHMENTS IN 2016

1. Employee Feedback Sessions: SCGGF held a series of employee feedback sessions in Spanish with numerous vineyard employees to learn 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 of a \$360k funding gap that supported the construction of the Ortiz Plaza, a 30-unit housing complex dedicated to agricultural workers. In partnership with USDA, the Ortiz Plaza offers tenants an ongoing rent subsidy for 33 years, ensuring they will pay no more than 30% of their income on rent.

3. Fundraising: SCGGF raised \$120k during Sonoma Wine County Weekend's Harvest Wine Auction to support agricultural employees and their families in Sonoma County.

4. Community Summit: In November of 2016, SCGGF held a community summit with over 80 community leaders representing 60 different community-based organizations and government offices.

5. Kids Corner: In partnership with United Way Wine Country, SCGGF distributed school readiness backpacks to vineyard employees throughout Sonoma County. These backpacks are equipped with activities and educational tools to encourage early childhood learning at home. Additionally, Sonoma County Winegrowers collected kids toothbrushes and toothpaste for children served by Pediatric Dental Initiative (PDI) that encourages good dental hygiene at a young age.

GLOBAL RECOGNITION

All of these accomplishments in the first year have earned recognition from the global wine community, elected officials at the federal, state, and local levels, as well as various Sonoma County non-profits, government agencies, and community members. In fact, Sonoma County Winegrowers have traveled across the globe discussing the SCGGF relaunch and our focus on improving the lives of our employees with many saying it's a "game changer" for the region and positions Sonoma County as global leaders in social responsibility. In fact, after presenting to a group of influential sommeliers from across the U.S., many remarked that no other region is talking about or focusing on the "People" aspect of sustainability and that it makes them more willing to support Sonoma County wines because of our efforts to take care of our employees. It's the right thing to do for our people and community.

WHAT'S NEXT

SCGGF will continue to develop partnerships and engage the community in strategic planning around the five key pillars of affordable housing, childcare, education, healthcare, and workforce development. SCGGF will begin to pursue new fundraising models that will sustain operations and programmatic investments. Additionally, SCGGF plans to roll out 2-3 pilot programs over the next two years aimed at improving the lives of agricultural employees in Sonoma County.



Sonoma County Grape Growers Foundation Hosted Community Planning Summit on Nov. 14, 2016

BROUGHT TOGETHER MORE THAN 80 PEOPLE FROM 60 DIFFERENT SONOMA COUNTY ORGANIZATIONS

- Grape growers
- Non-profits
- Service providers
- Government agencies

ENGAGED IN PLANNING AROUND KEY PRIORITIES: AFFORDABLE HOUSING, HEALTHCARE, CHILDCARE, AND EDUCATION

- Biggest opportunities for positive change
- Small ways to make an impact quickly

COMMITMENTS FROM SUMMIT

- Continue the engagement
- Work together on 2-3 pilot programs



SONOMA COUNTY GRAPE GROWERS FOUNDATION SUCCESS STORIES

- **Big Idea:** Farmworker Housing – Funding the Gap of Ortiz Plaza
- **Big Idea:** Succession Planning Education – Partnership with Sonoma County Winegrowers
- **Smaller Idea:** Readiness Backpacks for children – Partnership with United Way of Wine Country
- **Tooth-sized idea:** Toothbrush and toothpaste donation drive during Sonoma County Winegrowers’ Holiday Harvest party with PDI

SONOMA COUNTY GRAPE GROWERS FOUNDATION TAKEAWAYS & NEXT STEPS

5 Takeaways- this is just the beginning...

- The problems are not new, but the approach needs to be
- Partnership collaboration can accelerate change by connecting resources to the community in need
- All assets – ideas, people, networks, and dollars should be leveraged as creatively and efficiently as possible
- There is little risk in piloting programs
- Success is measured by impact, not spending

Next Steps

- Continue to develop private/public partnerships
- Launch 2-3 pilot programs in 2017
- New fundraising models



Leaders in Social Responsibility

Taking Care of Our Families, Our Employees, and Our Community



Three generations from the Hafner family: Sara Hafner, Parke Hafner, Mary and Dick Hafner, Scott Hafner, and Kate 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 time 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 firehouse in Geyserville, winegrowers are helping programs that meet diverse needs in Sonoma County.

“As a business, you could 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 and dry,” said Scott Hafner, who runs his family’s winery, Hafner Vineyards, alongside his brother, Parke Hafner. “That doesn’t take into account that the health of a business is dependent on the health of the community,” he added.

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.

“I look at our family and what we do, and we’re not the exception,” said Kathy Reese, whose great grandfather founded Denner Ranch in 1890 along the Laguna de Santa Rosa, where she and her husband, her cousin Russ and his wife and their son Brian raise cattle on organic pastures and grow 42 acres of Chardonnay grapes.

“The farm community – whether its vineyards, sheep or horse people – they are all out there giving back in one way or another,” she said.

The 480-acre Denner Ranch, once home to horses roped and trained for the U.S. Calvary, has hosted the Sonoma County Sheriff’s Department search and rescue training and a variety of agricultural tours, including researchers from Texas eager to learn about the ranch’s reclaimed water use.

They have partnered with the Natural Resource Conservation District to conserve irrigation water and build livestock watering systems away from waterways, and the Redwood Empire Food Bank has received an estimated 3,000 pounds of vegetables grown on the ranch in the past few years.

The bond of community is apparent between neighbors in much of rural Sonoma County despite the distance between farms for the simple reason that “We are here. We are tied to the land. We stay here,” Reese said.

Ron Rubin, who purchased his 10-acre vineyard five years ago, quickly formed ties with area non-profits and schools. From a donation to the new Wine Spectator Learning Center at Sonoma State, to supporting the Relay for Life in Sebastopol, and funding a new venture to get kids planting produce at grade school gardens, Rubin said he purposely focuses his philanthropy locally.

“Our employees live in Sonoma County. They fish in Sonoma County. They ride their bikes in Sonoma County. They all care about Sonoma County,” said Rubin, owner of The Rubin Family of Wines. “This is where they live. It’s home.”

Looking after and retaining employees is a key element for many vineyards, and it is why Marcy Keefer, who farms 13 acres of Pinot Noir and Chardonnay grapes in the Russian River Valley, tries to give her workers what she believes they deserve for their loyalty.

“I could never have done or being doing what I’m doing without these guys,” Keefer said. “You can own all the land and vineyards you want, but it’s the people working who are the key to quality of what you produce.”

She provides affordable housing to her foreman, one of her longest employees, who lives on the property with his wife and two children. He and Keefer’s other full-time employees also get have vacation days, sick leave, holiday pay and medical insurance. They are paid if they need to take their child to the doctor or attend a parent teacher conference. Keefer also gives year-end bonuses because she believes her employees “should share in the profit of what we make.”

The Hafners have a similar philosophy at their family winery just north of Healdsburg in the Alexander Valley. They were among the first in the industry to begin offering their employees a 401k plan about 15 years ago and they provide competitive benefits.

The workers who prune the vines, pick the grapes and help run the winery have the same health insurance and paid holidays as the owners.

“We do this because it’s the right thing to do,” said Scott Hafner. “It’s the way we’re wired and the way we were raised.”



Students at Guerneville School Garden learn to farm with support from Rubin Family of Wines.

“Our employees live in Sonoma County. They fish in Sonoma County. They ride their bikes in Sonoma County. They all care about Sonoma County,” said Rubin, owner of The Rubin Family of Wines. “This is where they live. It’s home.”



People. PLANET. Profit

Sonoma County's winegrowers and winemakers take a triple-bottom line approach to sustainable practices that measures grape growers' commitment to being environmentally conscientious with their farming and winery practices.

More than 85% of the vineyards in Sonoma County are family owned, and most of them have been farming for 3-4 generations spanning over 100 years. Many of these growers grew up on their 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 the 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 are rated (on a scale of 1-4) on the environmental impact of their farming practices. Each practice is scored and winegrowers are required to either adopt new farming practices or improve upon existing ones. The environmental requirements cover topics such as water conservation, ecosystem management, habitat diversity, riparian habitat, air quality, pest management, soil monitoring, energy efficiency, and many more.

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 learn about the restoration the Farrows have allowed government agencies to do on their land.

This work is part of a project and collaboration between the Sonoma County Water Agency, the U.S. Army Corps of Engineers, the National Marine Fisheries 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 first, the Farrows were skeptical partners – hesitant to become involved in a government project. But, they followed the lead of their neighbors, Kim Stare Wallace and Don Wallace of Dry Creek Vineyards who were instrumental in getting the project off the ground.

"It's a win for the agencies who are doing it because they get a chance to show there's a different way to solve a problem," said Vicky Farrow, who with her husband grows 20 acres of grapes at Amista Vineyards in Sonoma County's Dry Creek Valley. "It's a win for us because it restored the beauty of Dry Creek, and it's a win for the fish."

The project required the Farrows give the water agency a 25-year easement for the construction of a pond on their land that now serves as a refuge for fish from the fast summertime flows of the creek and predators.

So, land that was once unusable is now a beautiful pond surrounded by willows and maples that the Farrows helped select.



PHOTO: Amista Vineyards
River restoration along Dry Creek on the Farrow's Amista Vineyards property.

Good Dirt & Healthy Vines Make Great Wines: *Sustainable Farming Practices That Protect, Enhance, and Preserve the Land in Sonoma County*



Panoramic view of Iron Horse Vineyards & Winery.

On a steep hillside of the Valley of the Moon, Squire and Suzy Fridell hand planted their first vines nearly 30 years ago.

The home and vineyard they built is worlds away from the freeways, stages and studios the couple left behind in Los Angeles, and they want to keep it that way.

So when the couple was presented with the idea of certifying their vineyard as Sustainable, it seemed a logical fit with their efforts to preserve agriculture and open space in Sonoma County.

"Sustainability is a godsend because it forces you to think about everything you do in 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. After all, many families have lived on their farms for 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 wind 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 good for business and the planet.

At GlenLyon Vineyards and his Winery, Fridell built what he describes as bunkers out of the hillside to store his wine, eliminating his fuel costs (both financial and environmental) of hauling his wine to a storage company.

The certification process also prompted him to take another look at solar energy to power his home and winery, a move he made last year. He now saves more than a \$1,000 a month in electricity costs – bolstering his economic sustainability and reducing his carbon footprint by using renewable energy instead of relying on an electric grid powered by greenhouse gas emitting fossil fuels.

"We never would have gone to that next step if we hadn't been thinking about being sustainable," Fridell said.

At D&L Carinalli Vineyards on the outskirts of Sebastopol, Lynda and Domenic Carinalli, Jr. have transformed their 250-acre ranch, consisting of 100-acres planted to grape vines, from one dependent on groundwater to one that uses recycled wastewater from the city of Santa Rosa to irrigate their pastures and vineyards.

The five wind machines at their vineyard help combat frost

as opposed to using sprinklers when the temperature dips.

"We don't use any ground or well water for the ranch at all, other than for the houses on the property and cows," Carinalli said.

That leaves the groundwater untouched – conserving it for the future. This also provides the city an outlet for the wastewater. In their fields, they plant cover crops and use their own fertilizer from the dairy to naturally replenish their soils.

Their Pinot Noir, Chardonnay and Pinot Grigio grapes are bought by some of the top wineries in the region, and they bottle their own award-winning wines.

In the Green Valley of the Russian River, the owners of Iron Horse Vineyards and Winery strive to reduce their impact on nature – a guiding principle since the family discovered the property 40 years ago.

When Audrey and Barry Sterling first planted what is now 160 acres of vines, they chose to leave the native trees and vegetation on about 40% of the land to preserve the habitat for wildlife, said their son Laurence Sterling, who is general manager.

Today, the winery partners with the California Department of Fish and Game to restock Green Valley Creek with steelhead trout.

At the vineyard, workers purposely leave the pruned cuttings on the ground, as well as the leaves 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 sparkling wine called Ocean Reserve, giving a portion of the proceeds from each bottle sold to National Geographic.

"There is a direct connection between the land and the health of the ocean," said Joy Sterling, the winery CEO. "This is a very delicious and delightful way to contribute to the planet."



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

People. Planet. **PROFIT**

Sonoma County's winegrowers and winemakers take a triple-bottom line approach to sustainable practices that measures grape growers' commitment to managing their business operations to ensure they are economically viable and endure long term.

More than 85% of the vineyards in Sonoma County are family owned, and a majority of those have farmed for 3-4 generations spanning over 100 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 aspect of their farming business decisions. It's vital to ensure Sonoma County's vineyard businesses endure long term to continue the legacy of agriculture that has defined this region for more than a century. In 2015, Sonoma County's wine grape crop accounted for approximately 60% of the total agricultural income in the



county, at \$446,538,900. A recent independent economic impact report showed that Sonoma County's wine business community employs 54,297 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.

Under 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 viability requirements of Sonoma County's sustainability program, growers assess, analyze and are rated (on a scale of 1 to 4) on their business practices. The economic viability criteria covers topics such as vendor relations, employee retention, long term planning, financial evaluation, succession planning, and many more.



SUSTAINABILITY PRACTICE PERFORMANCE:

98% of assessed vineyard acres report their primary defense against vine killing nematodes and phylloxera is the use of native rootstocks

that have evolved naturally to protect the plant from these pests. The added expense of grafting vines prior to planting provides reliable protection for the life of the vineyard and makes riskier controls unnecessary.

SUSTAINABILITY PRACTICE PERFORMANCE:

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 5% of the surface area in a vineyard, water use is dramatically reduced and wine quality is dramatically improved.



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



A view of Paradise Ridge Winery's estate vineyard in the Russian River Valley.

Driving in his pickup truck through the vineyard after the fall harvest, Bret Munselle crosses the land his family has farmed since the 1870s. It is a beautiful spot in the Alexander Valley with sweeping views of Fitch Mountain and Mount St. Helena.

He and his wife, who have four daughters, live next to the vineyard. His parents live at the top of the hill in a house he helped build with his grandfather.

The family roots run deep here where father and son work to keep their farm thriving for the next generation. Key to their business is sustainability – making sure water and electricity are used wisely, pests kept under control, and cover crops planted to keep the soil rich for the next vintage, and creating opportunities for the future..

That drive to produce a quality product with sustainable practices is paying off, with several of his customers seeking grapes from certified vineyards. In some cases, he earns a premium price for his certified grapes.

For Munselle the decision to certify his vineyard, as well as the vineyards of his seven clients, was an easy one and validated many practices he already followed.

"It's all about self-improvement," he said. "We were always doing something somewhere, we just had to document it."

He also expanded the family's vineyard business to winemaking, something he calls a hobby now but could one day draw one of his daughters or his brother's children, who might not be as interested in farming, to carry on the family's stewardship of the land.

"Not everyone wants to be a farmer for a career," Munselle said. "If you have a winery, you're winemaking, doing sales and marketing. So, it's more opportunities for the kids than just farming."

Succession planning – thinking about business opportunities for the next generation in the future – is being embraced by a growing number of farmers. And it aligns with the drive to embrace more sustainable practices to care for the land, the people and the community into the future. In fact, in November of 2016, the Sonoma County Winegrowers launched a groundbreaking eight-month succession planning series to help their growers plan for the future. A total of six workshops are being offered, each building upon the previous to form a cohesive program, that provides farmers and their businesses with leading experts, tangible tools, best management practices and a comprehensive guide on how they can effectively pass their business along to the next generation. This is one of the ways grape growers are ensuring their businesses survive long term.

There are also a lot of other sustainability practices to ensure vineyards are able to remain profitable and endure long term. When Chris Bowland, who owns his own vineyard management company based in Santa Rosa, first heard about the sustainability certification, he was skeptical. But, not because he didn't believe in sustainability. He has a reputation among grape growers of exploring alternative farming, and he believes strongly in managing his land and his clients' vineyards in a way that demonstrates the best farming practices. He questioned whether the certification would actually mean something.

What he discovered was a rigorous set of best practices that would validate the work many farmers do. "It is the most complete, comprehensive and independent program that I had seen so far," Bowland said.

"They nailed the definition of sustainability."

So, he asked his 22 clients if he could certify their vineyards because it is "just good farming."

"The whole process is going to make us better farmers and better stewards of the land," Bowland said.

His clients came on board and the certification has prompted Bowland to rethink a variety of practices, even simple ones that appear basic, but combined with others, can make a big impact. For example, he never considered whether he bought too much paint for equipment – which leads to unforeseen costs of buying too much of what you don't need and then storing it. The CSWA code highlights material handling

covering all aspects of the operation, and allows farmers to review areas of their business that are often overlooked.

At Paradise Ridge Winery in the Russian River Valley, sustainability and land stewardship are the core of the family business and influences every decision they make.

Winemaker Dan Barwick, who inspects the 16-acre vineyard every day, says the winery's mission to balance the vines, water only when needed, plant cover crops and a host of other practices not only saves the winery money but produces better grapes than they have ever done.

"The wines we're making now have more purity and clarity of fruit," said Barwick, who has overseen 17 harvests. "With sustainability, we're going to grow better fruit without a doubt."

Better fruit and better wine is clearly good for business.

Keeping the vines healthy in drought years is definitely a concern for many growers across California. Ensuring a water supply and using it efficiently is key to a farmer's success. So, Paradise Ridge recently overhauled their irrigation system to one where Barwick can water specific zones where the vines need it as opposed to an entire block of land, saving hundreds of thousands of gallons of water a year.

The owners of Paradise Ridge Winery, the Byck family, first planted grapes in 1980, but they chose to leave much of the 156-acre property in its natural state. Three different types of oaks dot the rolling hills, the lake is a nice fishing spot for Barwick's son and a majestic oak by the tasting room is punctured with hundreds of holes by woodpeckers. The beauty of the land is clearly a draw for wine tasters and more customers.

From the Alexander Valley at Munselles to Paradise Ridge in the Russian River Valley and at the 31 vineyards that Bowland oversees, the value in sustainability is clear – taking care of the land and preserving resources is the key to ensuring their businesses will continue to profit and support families across Sonoma County.



Grape Grower Bret Munselle alongside his dog Tilden.



Vineyard Manager Chris Bowland inspects a bin of freshly picked grapes.

Take A Vineyard Adventure Walk

Discover Sonoma County's Sustainable Vineyards

There is no better way to learn about sustainable grape growing practices than to enjoy an educational vineyard walk. The Sonoma County Winegrowers offer free, self-guided vineyard walks at carefully selected wineries across the region called Vineyard Adventures. Stroll along beautiful rows of grapevines while learning about each vineyard site's journey from grape to glass. It's the perfect way to enjoy the outdoors, while also learning about sustainable agriculture, the grape growing and winemaking process, and other interesting aspects of this famed wine growing region. Learn about the importance of owl boxes, various water conservation techniques, habitat restoration, and many other sustainable practices deployed in the vineyards.

VISIT

www.SonomaVineyardAdventures.com
to find a Vineyard Adventure.



Join the Sonoma County Sustainability Movement

You don't have to drive far from one of Sonoma County's urban centers to discover our picturesque rolling hills, pastures, vineyards, forests and beaches. In fact, more than half of land in Sonoma County is still in its natural state, with agriculture playing a huge role in the region's identity.

Yet it is easy to forget how critical agriculture is to everyone who lives here. Our typical grape grower, for example, is a family farmer with less than 100 acres, who is dedicated to sustaining our land for future generations. Our farmers live

Educate yourself about agriculture

Did you know that vineyards only make up 6% of the land in Sonoma County and 80% of those farms are less than 100 acres. In fact, 40% of the vineyards are less than 20 acres. They are family businesses and most of them are passionate about farming and enjoy sharing "the dirt" on why they love farming and their practices.

Our grape growers are striving to become 100% sustainable by 2019. That means meeting 138 best management practices that are audited and certified by an independent third party.



Understand the value of agriculture

Agriculture is an economic driver of our community - generating \$756 Million in gross production in 2015, according to the latest Sonoma County Agricultural Commissioner's annual crop report. The 28-page document is a valuable resource that provides a great overview of what is grown in Sonoma County and the value it brings to the community. **To access an archive of the Crop Report dating back to 1928, visit www.sonoma-county.org/agcomm/crop_report.htm**

Get to know Sonoma County's farmers

If you live near a vineyard, get to know the owners and develop a personal relationship with them. Chances are the vineyard is run by a family who, like yourself, cares about the land and wants to be a good neighbor. Of the 1,800 vineyards in Sonoma County, 85 percent are family owned and operated.

SONOMA COUNTY FARM BUREAU is the voice of agricultural producers and farmers at all levels, including ranches, dairy, poultry, vineyards, vegetable and fruit farmers, and many others. Become a member to support this vital industry. As an added benefit, you'll receive their monthly publication, Sonoma-Marin Farm News. **Visit www.sonomaafb.org/**

SONOMA COUNTY FARM TRAILS Every year, Sonoma County Farm Trails hosts their annual Weekend Along the Farm Trails where local farmers open their gates and barn doors to offer a behind-the-scenes peek at life on the farm. The event is September 23-24, 2017.

and work here. They employ our neighbors. They volunteer their time to make our county an even better place to live.

If we want our farmers to thrive and continue as stewards of our land, we must support them. It can be as simple as buying local produce at the grocery store, shopping at the farmer's market, teaching children about agriculture, educating yourself about Sonoma County, or getting to know the farmers in our community.

Get a copy of the Sonoma County Farm Trails Map and Guide. It's a road map to Sonoma County's agriculture and the unique local family farms. **For more information, visit www.farmtrails.org**

Support local grape growers

If you're a local business and want to get connected with Sonoma County grape growing community, become a sponsor of the Sonoma County Winegrowers. It's a great way to support our local grape growers and stay informed of our news, events, and more. **Visit www.sonomawinegrape.org**



Expose our youth to agriculture

Children often don't realize how food ends up on the dinner table. For many, the explanation is mom or dad went to the store. If the next generation is expected to support our farmers, we must teach them about agriculture. Learning in the classroom is one way, but far more effective is to expose youth to agriculture through 4-H programs, Future Farmers of America (FFA), or other ag educational programs. To show your support, attend the annual Sonoma County Fair & Farm

Bureau Foundation of Sonoma County's 4-H and FFA Awards Dinner that occurs every August. **Contact the Sonoma County Fair for more details.**

Visit a local farmer's market

Buying top quality vegetables, fruits and other food and wines produced locally is a great way to support our family-owned farmers. Finding a farmer's market is easy to do - there are more than 20 across Sonoma County that run nearly every day of the week throughout the year. Not only will you find a variety of food but you can meet farmers and learn how they grow their crop. **Visit www.sonoma-county.org/agcomm/farmers_mkts.htm to find a farmer's market near you.**



Sustainability Honor Roll

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), Fish Friendly Farming, Lodi Rules, or Sustainable In Practice (SIP) since making our sustainability commitment in 2014. Those in bold are certified.

Note: Vineyards below are listed by their 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. This honor roll list was compiled from information as of December 15, 2016. Any assessments or certifications after December 15 are not accounted for on this list.

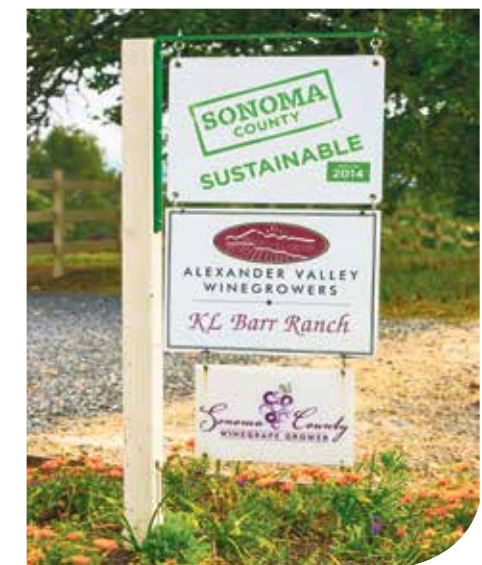


CERTIFIED VINEYARDS

12 Moons
32 Winds Vineyard
7th St. Diserens
A. Rafanelli Vineyards
Abbe
Acorn Winery: Alegria Vineyard
Adam's Vineyard / Quail Hill Vineyards / Susanna's Vineyard
Advanced Viticulture Inc
Airport
Akerland DC
Akerlind WDC
Alberigi Vineyards
Alderbrook/Orsi
Anderson
Anderson-Ranch
Andrews
Andrew's Vineyard
Aquarius Ranch
Arista Vineyard
Armagh Vineyard
Arrendell
Arrowood
ASER Family Vineyard LLC
Atwood Ranch
Aubert Vineyards
Baker Vineyards
Baldocchi
Balletto Vineyards & Winery
Balletto: Lennox
Balletto: BCD Farms
Balletto: Beck
Balletto: Delamontanya
Balletto: Hazel's Vineyard
Balletto: Ketelsen
Balletto: Lennox
Balletto: Mill Station
Balletto: Pierre's Vineyard
Balletto: Wirum
Balthazard
Banatao
Barbieri
Barcaglia Vineyard
Bare
Barron Vineyard
Barrow
Bartolomei Vineyard
Bastoni Vineyards
Battle
Batto Fruit Company
Batto Vineyards
Bauer
Belden
Bella Vita Vineyard
Belle Terre Ranch
Bellflower
Beltane Ranch
Benefiel Vineyard
Bennett Valley Ranch
Benovia Winery
Benziger Estate Winery
Beringer - Asti Ranch
Beringer Vineyards: Foote Ranch
Beringer Vineyards: Knights Valley Ranch
Beringer Vineyards: La Petite Etoile
Bevill Vineyard Management
Bevill: Black
Bevill: Borri North
Bevill: Borri South
Bevill: Piccetti
Bevill: Viongnier
Bevis
Bialla Vineyards
Bianchi Vineyards
Big River Vineyards
Black Emerald Vineyard
Black Horse
Bloomfield Ranch
Boarsview Vineyards
Boisset Family Estates
Boland Vineyard
Bowland Vineyard Management
Brereton
Broughton Vineyard
Brown Forman Wines
Bush Crispo Vineyards
Bush Vineyard
Butler & Slazinski: Anacleto Vineyard
Cakebread Cellars
Calegari
Campbell Vineyard
Carlisle-Carlisle Vineyard
Carriger
Cast
Cathrine Bonneau Vineyard
CDB Winery
Centurian Vineyards
Chateau St. Jean Winery
Chellii Vineyard

Chrome Iron
Cleary Vineyard
Clos du Bois Vineyard
Cloud 9, Cloud 9
Cloverdale
Cohen Vineyard
Cohn Vineyard
Coin Flip: W Ranch
Cole Creek Vineyard
Colibri Vineyard
Comstock Kelly
Comstock Vineyard
Comstock Wines
Conger Vineyard
Constellation Brands: Alexander Valley
Floor Vineyard
Constellation Brands: Alexander Valley
Hillside Vineyard
Constellation Wines US
Coon Vineyard
Cooper
Cornell Vineyards
Coster Family Vineyard
Cox
Crane
Cutrer Vineyards
Dairyman Vineyard
Darden Vineyard
Davero Sonoma, Inc
Davidson Vineyard
Davitto Vineyard
DeBenedetti
Degrange
Del Rio Ranch
Delamontanya
Delaney/Sobieski
Dempel
Dempster Vineyard
Deridere Aper Vineyard
Diageo-California
Doc's Ranch
Domaine Carneros
Domain Carneros: Champ Cal (Pompadour)
Domain Carneros: Smith Vineyard
Domaine Chandon: Carneros North
Domaine Chandon: Carneros South Ranch
Dow
Draxton
Dry Creek Vineyard 10
Dry Creek Vineyard 2,3,6 and 7
Dry Creek Vineyard 8
Dry Creek Vineyard 9
Dry Creek Vineyards
Drystack
Du Mol Winery and Vineyard
Duckhorn Wine Company: Ridgeline Vineyard
Duckhorn Wine Company: Runnin Creek Vineyard
DuMOL Vineyards: North

DuMOL Vineyards: Oconn
Dunbar Vineyards
Durrell
Duryee Vineyard
Duste
Dutton Ranch Corporation
Dutton: Barcaglia Lane Vineyard
Dutton: Barron Vineyard
Dutton: Braughton Vineyard
Dutton: Bush Vineyard
Dutton: Campbell Vineyard
Dutton: Cleary Vineyard
Dutton: Cohen Vineyard
Dutton: Coon Vineyard
Dutton: Gail Ann Vineyard
Dutton: Gamien Vineyard
Dutton: Gerboth Vineyard
Dutton: Germone Hill Vineyard
Dutton: Goff Vineyard
Dutton: Gravenstein hwy Vineyard
Dutton: Green Valley Road Vineyard
Dutton: Gregori Vineyard
Dutton: Hallburg Vineyard
Dutton: Hansen Vineyard
Dutton: Hill Vineyard
Dutton: House Block Vineyard
Dutton: J. Gregori Vineyard
Dutton: Jentoft Vineyard
Dutton: Jewell Vineyard
Dutton: Lorenzo Vineyard
Dutton: Manzana Vineyard
Dutton: Martens Vineyard
Dutton: Mengle Vineyard
Dutton: Mill Station
Dutton: Miller Vineyard
Dutton: Morrelli Lane Vineyard
Dutton: Mrs. George Vineyard
Dutton: Palms Vineyard
Dutton: Perry Vineyard



Sustainability Honor Roll



Dutton: Ross Vineyard
Dutton: Sebastopol Vineyards
Dutton: Shop Vineyard
Dutton: Silva Bros. Vineyard
Dutton: SMJ Vineyard
Dutton: Stuppinn Vineyard
Dutton: Sullivan Vineyard
Dutton: Sylvia Vineyard
Dutton: Thomas Rd Vineyard
Dutton: Triple-JS Vineyard
Dutton: Walker Hill Vineyard
Dutton: Winkler Vineyard
Dutton: Zabelle Vineyard
E&J Gallo
E&J Gallo: Barrelli Creek Ranch
E&J Gallo: Chiotti Ranch
E&J Gallo: Del Rio Ranch
E&J Gallo: Frei Ranch
E&J Gallo: Laguna North
E&J Gallo: MacMurray Ranch
E&J Gallo: Monte Rosso
E&J Gallo: Stefani
E&J Gallo: Twin Valley Ranch
E&J Gallo: Two Rock Ranch
Eagan Vineyards
Ellis Alden Vineyards
Elsbree Vineyard
Estate Vineyard: Reserve Vineyard
ETSEC
Fairview
Ferguson Vineyards
Ferrari-Carano Vineyards and Winery: Magnolia Ranch
Ferrari-Carano Vineyards and Winery: Anderson
Ferrari-Carano Vineyards and Winery: Beckman
Ferrari-Carano Vineyards and Winery: Bevis
Ferrari-Carano Vineyards and Winery: Carinali
Ferrari-Carano Vineyards and Winery: Estate
Ferrari-Carano Vineyards and Winery: Fitchenberg

Ferrari-Carano Vineyards and Winery: Foster
Ferrari-Carano Vineyards and Winery: Keegan
Ferrari-Carano Vineyards and Winery: Lower Hocking Ranch
Ferrari-Carano Vineyards and Winery: Michael
Ferrari-Carano Vineyards and Winery: Prati
Ferrari-Carano Vineyards and Winery: Sonoma Highway
Ferrari-Carano Vineyards and Winery: Stand
Ferrari-Carano Vineyards and Winery: Stang Ranch
Ferrari-Carano Vineyards and Winery: Storey Creek
Ferrari-Carano Vineyards and Winery: Upper Hocking Ranch
Ferrari-Carano Vineyards and Winery: Vitners Inn
Fichtenberg Vineyards
Flax Vineyard
Foster
Francis Ford Coppola Winery
Francis Ford Coppola: Estate Vineyard
Francis Ford Coppola: Fox Barn Vineyards
Francis Ford Coppola: Rose Vineyard
Francis Ford Coppola: Walking Tree Vineyard
Frei Rd Vineyard
Friedman Vineyard
Frugoli
Gail Ann's Vineyard
Galante Russian River Vineyard
Gamlen Vineyard
George Jewell Vineyard
George Vineyard
Gerboth Vineyard
Germone Rd Vineyard
Geyser Peak Winery: Ascentia Vineyard
Geyser Peak Winery: BHR: Hoffman, Brownell & Rose
Glen Oaks
GlenLyon Vineyards and Winery
Gloria Ferrer Caves & Vineyards
Goepfrich Winery
Goff Vineyard
Goldrock Ridge Vineyard
Gould Family Vineyards
Grace Ranch Vineyard
Gramm Vineyards
Gravenstein Hwy Vineyard
Green Pastures Vineyard
Green Valley Ranch
Gregori, John Vineyard
Greywacke

Griffen
Griffin's Lair Vineyards
Grindstaff
Gundlach Bundschu Rhinefarm Vineyards
Keegan
Gunsalus Vineyard
Hafner Vineyard
Halberg Vineyard
Hall Road
Halling Vineyard
Handal Vineyard
Hanna Winery Vineyards
Hanna: Alexander Valley
Hanna: Occidental
Hanna: Slusser
Hansen Vineyard
Hart Ranch/Lower & Hart Ranch/Upper
Hedgepath
Henderson
Henstooth Vineyard
Hervey Vineyard
Hilltop Ranch
Hi-Vista Vineyards
HKG Estate Wines Hop Kiln Vineyard
Hoffman Ranch
Home Ranch
Hood Ranch
Hook and Ladder: Orsi
Hook and Ladder: Winery
Hoot Owl Vineyard
Hootowl Creek & Alexander Valley
Hop Kiln Vineyards
Horn Vineyard
House Vineyard
Hummingbird Hill Vineyard
Idlespoke
Imagery
J Vineyards and Winery
J Winery - William Wesley
J Winery: Stornetta
J Winery: Bow Tie
J Winery: Estate
J Winery: Nicole's
Jack London Vineyard
Jackson Family Wines and Red Star Vineyards
Jackson Family Wines: Clifton
Jackson Family Wines: Duncan
Jackson Family Wines: Jimtown
Jackson Family Wines: Nicholas
Jackson Ranch
JAS Vineyard
Jemrose Vineyards
Jensen Ranch
Jentoft Vineyard
Jewell Vineyard
Jim Anderson
Jimtown Ranch Vineyards
JJJS Sullivan Vineyard
Joe's Place Vineyard
John Gregori

Jones Vineyard
Jordan Vineyard and Winery
Joseph Swan Vineyards
Judge Family Vineyard
Katon
Keegan
Kelli Anne
Kenwood
Kerese
Ketelsen
Kick Ranch
Kilkullen Family Vineyard
Killen Lease
KL Barr Vineyards
Knights Bridge
Kobler
Kopriva Wines: Cassidy Ranch
Korbel Champagne Cellars
Korbel Champagne Cellars
Barlows Vineyard
Korbel Champagne Cellars: Sonoma Vineyards
Kozlowski Family Vineyard
Kuimelis Vineyards
Kunde Family Estates
La Porte Cochere Vineyard
La Prenda Vineyards Management
Lafranchi
Lancaster Estate
Lawer Vineyard
Lazy W
Leahy
Ledbetter SWG Holdings: Piccolo Ranch
Lentz Ranch
Lily Hill Vineyards
Lindley Lease
Lisa's Vineyard
Lme Pine
Lone Redwood Ranch
Lone Star
Lorenzo Vineyards
Louden Vineyard
Love Vineyards
Lytton Rancheria Vineyards
MacDonald
MacLeod Family Vinyard
Indian Springs Ranch Vineyard
Macrostie
Madrone Estate
Madrone Vineyard
Management
Madrone Vineyard: Ross
Magnolia Ranch Vineyard
Manzana Vineyard
Marshall Vineyard
Martens Vineyard
Martin Ray Winery: Home Ranch
Martin Ray: Laguna
Martinelli Vineyard
Management: Russian River Vineyards
Martinelli Vineyards & Winery

Martinelli: Sonoma Coast Vineyards
Marty's #1 Vineyard
Marty's #2 Vineyard
Massoni Ranch
Massoni Ranch: Gagilardo
Massoni Ranch: Leffler
Matanzas
Matthews Station
Mauritson Family Vineyards
Sonoma County Vineyards
Mauritson Family Vineyards: Treborce
McDougle Vineyards
Mckinley
Medinger Vineyard
Melim Maacama Creek
Vineyards/Villa Aix
Mengle Vineyard
Merlin
Merry Edwards Vineyards
M-G Vineyards
Michael Schlumberger Winery: Home Ranch
Mill Creek Vineyard
Miller Creek
Miller Vineyard
Millstation Vineyard
Milvistas (Lynch)
Montecillo Vineyards
Morrelli Vineyard
Muhleman
Munselle Vineyards
Munselle Vineyards: Bard Vineyard
Munselle Vineyards: Cadd Ranch
Munselle Vineyards: Mazzoni Vineyards
Munselle Vineyards: North River Vineyards
Munselle Vineyards: Oakridge Vineyards
Munselle Vineyards: Osborn Ranch
Munselle Vineyards: Red Fox Vineyard
Munselle Vineyards: Redwood Ranch & Vineyards
Munselle Vineyards: River Ranch
Munselle Vineyards: Stryker Sonoma
Munselle Vineyards: Wasson Home Ranch
Murray Vineyard
Napoli Vineyards
New Vineyard
Newman Vineyard Ranch #1
Newman Vineyard Ranch #2
Newsome Family Vineyards
Nicholson Ranch Winery
Nobles
Nonella
Oak Meadows
Oat Valley Vineyards

As you drive around Sonoma County, watch out for the “Sonoma County Sustainable” signs that identify vineyards and wineries that are sustainable. We have more than 800 signs displayed across the county.



Oddone Vineyard
Oliver Vineyards
Olson Vineyard
Orsi Vineyards
Orsi #1 Vineyard
Orsi #2 Vineyard
Orsi Vineyards Eastside Rd
Palms Vineyard
Papera
Paradise Ridge Winery
Pasatiempo Vineyard
Patin Vineyard Management
Patz & Hall
Paul Hobbs Winery
Peay Vineyards
Peline Vineyards
Pelligrini
Pellini Vineyard
Perry Vineyard
Peter Michael Winery: Seaview Vineyard
Peter Michael: Knight's Valley Estate
Pickberry Vineyards
Pleasant Hill Vineyard
Poleski/Lentz Vineyards
Porte Cochere Vineyard
Preston Vineyards
Price Family Vineyards
Puccioni Ranch
Puma Springs
Puma Springs Vineyard
Purple Wine and Spirits
Putnam Vineyards
Quail Hill Vineyrd / Lynmar Estate: Adams Vineyard
Quivira Vineyards and Winery
R.F.S. Vineyards
Rams Gate Winery
Ravenswood Winery: Barricia
Ravenswood: Gehricke
Red Tail Ranch
Redwood Empire Vineyard Management
REVM#1
REVM#2

Reedy: Del Rio & River Dale Vineyard
RERV Davitto
Ressler
Reynoso Vineyards
Ridge Vineyards: Fredson Ranch
Ridge Vineyards: Lytton Estate East
Ridge Vineyards: Lytton West Vineyard
Ridge Vineyards: Whitton Ranch
Rising Star Vineyards
River East
Robert Young Vineyards
Roche Winery: Bonness Road
Roche Winery: PNA Vineyard
Rodney Strong Vineyards: Alexander's Crown
Charlotte's Home Vineyard
Rodney Strong Vineyards: Brothers Vineyard
Rodney Strong Vineyards: Bud's Ranch
Rodney Strong Vineyards: Bynum Vineyard: Front Gate: Backbone
Rodney Strong Vineyards: Chalk Hill Vineyard
Rodney Strong Vineyards: Cooley #39
Rodney Strong Vineyards: Foothill Ranch
Rodney Strong Vineyards: Hubbard Ranch
Rodney Strong Vineyards: Jane's Vineyard
Rodney Strong Vineyards: Pine Flat Ranch
Rodney Strong Vineyards: Rockaway Ranch
Rodney Strong Vineyards: Sleepy Hollow Ranch
Ross Ranch
Rudd Vineyards
Rued Vineyard
S/J Vineyards
Safford Vineyard
Salem
Sanchietti Farming, Inc
Sanchietti: Nonella Chard
Sangiacomo
Sangiacomo Vineyards: Carneros Vineyards
Sangiacomo Vineyards: Fedrick
Sangiacomo Vineyards: Gary Kiser Vineyard
Sangiacomo Vineyards: Home Ranch
Sangiacomo Vineyards: Lakeville/Fedrick Vineyard
Sangiacomo Vineyards: Olcese Vineyard
Sangiacomo Vineyards: Palmer Ranch
Sangiacomo Vineyards: Rich Kiser Vineyard
Sangiacomo Vineyards: Roberts Road Vineyard

Sangiacomo Vineyards: Southern Sonoma
Sangiacomo Vineyards: Zeisz Vineyard
Sapphire Canyon
Sasson Vineyard
Schneider: Grant Avenue
Schug Winery
Scintilla Sonoma Vineyard
Sebastopol Vineyards
Seghesio Family Vineyards
Seghesio Family Vineyards: San Lorenzo Ranch
Seghesio Family Vineyards: Ellis Ranch
Seghesio Family Vineyards: Home Ranch
Seghesio Family Vineyards: Keyhole
Seghesio Family Vineyards: Parker
Seghesio Vineyards: River Road
Sei Querce Vineyards
Sevas Vineyard
Sevillano
Shawn
Shone Farm Vineyard
Shop Vineyard
Siebert: Alton Lane
Siebert: Sonoma Mountain Road Vineyard
Siebert: Old Redwood Hwy Vineyard
Silk
Silva Vineyard
Silver Oak Cellars
Silver Oak Cellars: Alexander Valley Estate Winery
Silver Oak Cellars: AV 128
Silver Oak Cellars: Sausal Creek Vineyard
Silver Oaks Cellars: AV Estate
Silver Oaks Cellars: Miraval
Silverwood Ranch
Simi: Del Rio
Simi: Encinos
Simi: Goldfields
Simi: Landslide Vineyard
Simi: Los Amigos
Simi: Red Fan
Simpatico Vineyard
Sink Vineyard
Smith Vineyard
SMJ Vineyard
Soda Rock
Somers Grant/Somers HSK
Sonoma Ag Art: Caties Corner
Sonoma Ag Art: Coffey Lane Vineyard
Sonoma Ag Art: Slusser Rd. Vineyard
Sonoma Ag Art: Trenton Station Vineyard
Sonoma Foothills
Sonoma-Cutrer Vineyards: Estate Vineyard
Sonoma-Cutrer Vineyards: Kent
Sonoma-Cutrer Vineyards: Les Pierres Vineyard

Sonoma-Cutrer Vineyards: Owsley Vineyard
Sonoma-Cutrer Vineyards: Shiloh
Sonoma-Cutrer Vineyards: Vine Hill
Spring Hill Ranch and Vineyard
Springhill Vineyard
St. Francis Winery
St. Francis: Behler Vineyard
St. Francis: Lagomarsino Vineyard
St. Francis: Wild Oak Vineyard
Stamos Vineyard
Starlite Vineyards
Starr Creek Vineyard
Stevens
Stilling
Stornetta (La Terre Promise Vineyard
Stracquadanio
Stuhlmuller
Stuppinn Vineyard
Summa Vineyards
Summer Home Park
Sundance Ranch
Sutter
Syar Family Vineyards
Sylvia Vineyard
Tanya's Vineyard
Taylor Lane
T-Bar-T Ranch
Tennant Vineyard
Teresa Miller Vineyard
Theriot Vineyards
Thomas Rd Vineyard
Thompson Vineyard
Three Sticks Winery
Tilton Head
Titus Vineyard
Toboni Vineyard
Trattore Vineyards
Treasury Wine Estates
Treasury Wine Estates: Asti
Treasury Wine Estates: Chateau St. Jean
Treasury Wine Estates: Foote Home
Treasury Wine Estates: Grace Benoist
Treasury Wine Estates: Knights Valley
Treasury Wine Estates: La Petite Etoile
Treehouse
Treehouse 1
Treehouse 2
Tri Valley Vineyard Management
Trueheart: Smith
Truett Hurst Winery: Home Ranch
Twin Hill
Two Brothers/Guiseppe Vineyards
Two Driers Vineyard
Twomey West
Twomey: Red Tail Ranch
Uptick Russian River
Vadasz
Valdez and Sons Vineyard Management

Valdez Vineyards
Valdez Vineyards: Shop Vallejo
ViMark Vineyards
ViMark Vineyards: Cloverdale
ViMark Vineyards: Flatridge
ViMark Vineyards: Geyerville
ViMark Vineyards: Nervo
ViMark Vineyards: River Road
Vineburg Ranch
Vineprod Flowers
Vino Farms, Inc.
Vino Farms #1
Vino Farms #2
Vino Farms #3
Vino Farms #4
Vino Farms #45
Vino Farms #5
Vino Farms #61
Vino Farms #66
Vintners Inn
Virginia Dare Winery Rose Ranch
Virginia Dare Winery Walking Tree
Vivio
Vogensen
Walker Vineyard
Warnecke Ranch & Vineyards
Wat
Wayfarer Farms
Welch Vineyard Management
Welch Vineyard Management: Cisne
Welch Vineyard Management: EcoTerreno
West-Pin
Westside Farms
Westside Lease Ranch
Westside Ranch
Widdoes Vineyard
Wild Ridge
Wildcat Mountain Vineyards
Wildwood Vineyards
Williams Selyem Estate
Williams Selyem: Drake Vineyard



Sustainability Honor Roll

Williams Selyem: Pebble Ridge Vineyards

WS: Drake
WS: Eastside Estate
WS: Estate
Williams Vineyard LLC
Williamson 2
Wilson Vineyards
Windsor Oaks Vineyards and Winery
Wine Creek Vineyard
Winery Vineyard
Winkler Vineyard
Winners Circle
Wirum
Wohler
Wolcott
Woods Alexis Vineyard
Woods Kay Vineyard
Woods North Vineyard
Worner
Yeomans
Yoakim Ranch
Zabelle Vineyard
Zichichi Family Vineyards and Wines
Zimmerman Vineyards

ASSESSED VINEYARDS

2 Limones
Abbondanza Vintners Square
Abel's Vineyard
Adam and Eve Vineyard
Agr-Tect
Ahven Vineyard
Alden Park
Allied
Allied Grape Growers: Two Brothers
Alper Vineyard
Alta Vista
Amapola Creek
Amaro (Dirt Farmer)
Anderson Estate
Anna Darden
Annadel Estate Vineyards:
Bordigioni Family Winery
Arbios
Art Paul Vineyard
Asern Family Vineyard
Azzaro
B-50
Baker
Baldwin
Banti Vineyards
Barba Vineyards
Bartholomew Park
Batemen
Bavarion Lion
Bazzano
BCD Farms
Bcrs/Holden
Beck
Bedrock
Beliz
Bella Sonoma

Bellacaria
Bellisimo
Bello Vineyard
Berger/Oak Shade
Berlin
Betty Ann Vineyard
Bill Foss
Billy Gregorio Vineyard
Birch Estate
Birdland Vineyards
Bisordi Ranch and Vineyard
Blankenship
Blue Moon
Blye Rock Vineyard
Boatman
Bob's Ranch
Bohan-Dillon
Bonino
Borg Vineyard
Boriolo
Botticelli
BR Cohn
Braccialini Home Ranch
Brigden
Briggs or Home or Westside Vineyard
Brown
Brownell
Bruce
Brushera
Bucher Vineyard
Buck Hill Vineyard
Buena Tierra
Cambell McKinney
Carlisle-Dos Acres
Carlisle-Montafi
Carraro
Cartan Vineyards
Castle
Castro Vineyard
Caton
Cavedale Vineyard
Chambers
Chandler Ranch
Char Vale
Charlie Smith
Chavoor Vineyard Services:
Swicegood
Chemical Estates
Chenoweth Vineyard
Management
Clayton
Clear View
Clendenen Vineyard
Management
Clendenen: Home
Cline Cellars
Cline Cellars: Eastside
Cline Cellars: Westside
Coco Bean - Brown
Cook Vineyard Management
Cooley Ranch
Cornell
Cornerstone Certified Vineyard
Cornerstone Home
Coturri Estate

Covey Oak
Coyote Crest Vineyard
Coyote Hill Vineyards
Coyote Ridge
Critchfield
Crockett
Cummings
Cuneo Wilson
Curley
Cut Root Vineyard
D&L Carinalli Vineyards and Winery
D&S Wilson
Dalton Vineyard
Dana Brock
Dawson
Dayton Vineyards
De Burca Wines: Cooper's Mill
De Burca Wines: Home Vineyard
De Coelo
Dellar
deLorimier
DeMeo Vineyards
Denner Ranch
Deodora
Desimone
Dexter
Dirt Farmer
DNA Vineyards
Donahue
Double T Ranch
Dr Smith
Drummond Pike
Dry Creek Bench Vineyard
Duff Vineyards
Eckert Vineyard
Ed's Ranch
Edward Hicks
Edward James Vineyard
Edwards - Meredith/
CrestadeOro/Warren'sHill Goldridge
El Molino
Emeritus Vineyards
Emeritus Vineyards: Hallberg Ranch
Emeritus Vineyards: Pinot Hill
Emmy Line
Engel
Enterprise Vineyard
Management
Enzanauer Vineyard
Enzenauer CK Vineyard
Ernest
Estes
Everest
Ewald Vineyard
F and L Rebottaro Ranch: River Rd Ranch
Fanucchi Vineyards
Farrow (Grace Vineyard Management)
Faymonville
Fieldsa

Flanagan Wine: 3 Starrs
Flanagan Wines: Flanagan Vineyard
Florence: Mark Zuckerman & Lori Hunt
Forchini Vineyards and Winery:
Dry Creek Bench Vineyard
Forchini Vineyards and Winery:
Russian River Terrace Vineyard
Forrest
Four Seasons Vineyard Management
Fox Den Vineyards: FoxDen
Frank Johnson-South
Fritz Winery and Vineyards
Frog Creek
Frostwatch Vineyards
Funsten
Furlong Vineyards
G&G
Gaddis
Gallaher
Gantz Family Vineyards, LLC
Garrison Ranch
Gary Blasi
Gasparini/Beals Vineyard
GB Vineyards
GCM Vineyards
Geib Ranch
Gelburd
Geyserville Investments, LLC
Gianquinto
Gino's Ranch
Giovanetti Vineyard
Giusso Vineyard
Goodkin Vineyards
Grable
Grace Vineyard: Stevens
Graham Family Vineyard
Graton
Green Acres
Greendale Vineyards
Greendale Vineyards: Phillips
Grist
Guidici
Guillermo
Haddad
Haire Management
Hanks Lease
Hastings Vineyard
Hawk Hill Vineyard
Hawk's Roost Ranch #1
Hawk's Roost Ranch #2
Hazel's Vineyard
Hazerot Vineyards
Heller Family Vineyards
Hemar Ranch
Herman
Hernandez
Hershberg
Hi Vista
Hickerson
Hill
Hill/Mc
Hirschnitz

Hocking Vineyard
Hoffner
Hogan's Run Vineyard
Hopkins River Ranch
Hopland Pro
Hughes
Hundall
Hunter Farms Home Ranch
Ibleto
Igra
Iron Horse Ranch and Vineyards
Ivywood
J Rickards Vineyards
J. Predroncelli Winery and Vineyards
Jack Hill
Jackson Park
Jade Mountain, LLC
James Family Vineyard
Jenkins Ranch
Joe Benziger
John Tracy Vineyard
Joy Road Vineyard
Kamen Vineyards
Katherine Lindsay Vineyard
Kiger Family Vineyards
Kinley Drive
Kinsey Vineyard
Kitt Vineyards
Knight
Knob Hill 12
Knob Hill 2743
Kortz
Kosich
Kosta Brown Keefer Ranch
Kryzanowski
KSG Vineyard: Goodin Vineyard
K-Woods/Oddman Vineyards
La Cinega Vineyard
La Cruz Vineyard at Keller Estate
La Promessa Ranch
Laguana Vineyard
Lakeview
Lambert Bridge
Landmark Vineyards
Landy Family Vineyards
Las Brisas Vineyard
Lasseter



Laurel Glen Vineyard
Lavell Vineyards
Lazy A&C
Lazy M
Lazy P, K & G Ranches
Leveroni Vineyards
Lew-Organic
Lew-Sustainable
Lew-Transitional
Liquid Sky
Little Boot
Little Vineyard
Lone Redwood Ranch/MC Mullen
Long North & South
Long Redwood Ranch
Lookout Ridge
Los Alamos
Los Chamizal Vineyards
Lost Acres
Lowe
Lucky 21
M. Gregori
Madden Vineyard-Madden Ranch
Maddocks Vineyard
Marcucci
Marek
Mariani
Marimar Torres Estate
Mario Blasi Ranch
Marta Ella
Marta Ella 1
Marymor
Mascherini
Mathy
Matrix
Mazzocco
McAdams
McClain
McCloskey
Mcgraw
McWilliams
Medlock Ames Vineyards
Meola Vineyards
Meredith
Merry Edwards: Coopersmith Vineyards
Merry Edwards: Georganne Vineyards
Mes Files
M-G Vineyards
Mi Dulce Corazon Vineyard
Mill Creek Vineyards
Mill Station Ranch
Millen
Mills
Mizany Vineyard
Monfredini
Moon Mountain
Moonridge
Moore Vineyards
Morelli
Morning Sun
Morris Ranch Vineyards
Mounts Vineyard & Winery
Mt Olivet
Mtv Ranch
Mudroglu
Mulas Family Farms
Mulas Family Vineyards: Dairy Nannini
Nelson Ranch

Nick Leras Vineyard
Nimble
Nineveh Vineyard
Noble
Nord Coast Vineyard Service
Norris
Norris Vineyard
North Coast Vineyard Management
North Pacific Vineyard Management
Northside
Nunemacher
Nunes Ranch
Nunez Vineyard Management
Nuns Canyon
Oehlman Vineyard
Okaya
Olivet Grange Vineyard
Olivet Vineyard
Oltranti
Opatz
P. Schwab or Williams
Pacquet
Pagani Ranch
Pahlmeyer
Parson's Homegrown
Passalacqua Vineyard
Pastori Winery
Pate
Patin Vineyard Management:
Patin Vineyard
Paul
Paula O'connor
Pauls Vineyard
Pelkan Ranch and Vineyard Co
Pesonen
Peterman
Petersen Ranch School House
Creek Vineyard
Peterson Land Management
Peterson Vineyards: Fall Creek Vineyard
Petris
Phillips Mary-Paige
Pierre's Vineyard
Piner Road Ranch
Pinsof
Platt Vineyard
Pony Ranch Vineyard
Ponzo Ranch LLC
Portis
Pratt Family Vineyard
Price Ranch
Prior
Quarryhill
Raggio Trust
Rancho El Mar & Ranch Olives
Rancho Emilliano
Rancho Magay
Rawah Vineyards
Raymond Foppiano
REAM Meyer
Redwood Glen
REER Ellis Ranch
Regan
Remich Ridge
Ricci Vineyards RV1
Ricioli Bros.
Rist Vineyards
Ritchie
River Road Vineyard
Rivers Edge

Roan Vineyard
Roberts
Robledo Vineyards
Rocioli: Westside
Rocioli: Westside - Eastside
Rockpile
Roger Wishard Vineyard
Ross Station
Rossi
Roush
Rowe
Russian Hill Wine Estates
Ruxton
S&S
Sable Ridge
Saggio Hills
Saitone Vineyard
Sanderson Ranch
Sandhill
Santo Giordano
Sarlo
Sasaki
Saver, Llc
Schare
Schaupp
Schmalzriedt
Schrader
Severson
Shadick
Shakked
Shea / Collins
Shell
Shippey
Silver
Silver Cloud
Simeon
Simon Hill House
Simons Valley House
Simpson
Sinclair Ranch
Skikos
Small Vine Viticulture
Smith Orchard
Smoke
Snow
Soracco Family Vineyards
Spadoni
Spencer
St. Peters
Stanley
Stead
Steve's
Stoetz
Stone Edge Vineyards
Stone Ranch
Strathcycle/VanZutphen
Strictland
Summy
Sunbreak Vineyard Services
Sundawg Ridge Vineyard
Sunnyslope
Svoboda
Sweetwater
T&A Vineyards
Talawind Vineyard
TAM
Tate
Teldeschi Ranch
Teldeschi Ranch #1
Teldeschi Ranch #2
Terra de Promissio
Terra Sonoma

The Hess Collection:
Mardikian Vineyard
The Nine's Vineyard - Argot Wines
Timber Crest Farms & Peters Vineyards
Tolmasoff
Trentadue
Trieb
Tusi
Twin Pines Ranch
Two Brothers Vineyard
Two Moon Vineyard
Tzabaco Ranch Vineyards
U7 Occidental
Unti #1
Unti #2
Unti #3
Upper Ridge
Uptick Dc
V. Buchignani Vineyard
Valla
Valley of The Moon
Van Loben Sels
Varenna
Verhey
Vesom
Viansa
Vinepro Vineyard Management
Vinepro: Home
Vinepro: River Road
Vineyard of Pasterick
Vyborny Vineyard Management
Walker Station - Riel
Wallace Creek
Wallstrum Family Vineyards
Walsh - Rhinefarm
Walsh Vineyard Management
Warm Springs Ranch
Watson Vineyard
Wedding Cake
Weinstock
West Wines: Akerlind DC
White
White Dove
White Perry Vineyard
Wilcox
Wild Hog Vineyards
Wild Thyme
Wildrose
Wilkinson Vineyard Management
Wilson Artisan Wines: Hales
Wilson Artisan Wines: Pezzi King
Wilson Artisan Wines: Sawyer
Wilson Artisan Wines: Silva
Windacre
Windsor Creek Vineyard; Carr Enterprises
Wine Creek, LLC
Wolf Run Vineyards
Wollmer
Woods Alexis
Woods North
Yamoah
Yellow Rose

CERTIFIED WINERIES
Acorn Winery
Asti Winery
Blackstone Winery - Sonoma
Chateau St. Jean Winery
Clos du Bois
Dry Creek Vineyard
Dutton Estate Winery
Francis Ford Coppola Winery
Gallo of Sonoma Winery
GlenLyon Winery
Gloria Ferrer Winery
Graton Winery
Hafner Winery
Hartford Winery
Heck Cellars Winery
J Vineyards & Winery
Keller Estates Winery
Kendall-Jackson Winery
Kittyhawk Winery
Korbel Champagne Cellars
Kunde Estate Winery & Vineyards
La Crema Winery
Lancaster Estate
MacRostie Winery and Vineyards
Madrone Estate Winery
Martin Ray Winery
Martinelli Winery
Murphy-Goode Winery
Purple Wine + Spirits
Ravenswood Winery
Rodney Strong Vineyards
Rubin Family of Wines
Shone Farm
Siduri Winery
Simi
Sonoma-Cutrer Winery
St. Francis Winery and Vineyard
Stonestreet Winery
Three Sticks Winery LLC
Two Amigos Winery
Twomey Cellars - Westside
Valley of the Moon
Verite Winery
Vinwood Winery
Virginia Dare Winery
Windsor Oaks Vineyards and Winery



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

SONOMA
COUNTY
WINEGROWERS