



Using the Sonoma County Sustainability Label

Overview:

This packet documents the procedures and eligibility requirements for using the *Sonoma County Sustainability* label. The *Sonoma County Sustainability* label is managed and overseen by [Sonoma County Winegrowers \(SCW\)](#). Wine brands making wine that is **sourced from Sonoma County grapes which are certified sustainable, may be eligible** to use the label on wine bottles starting with the **2017 harvest**. Sonoma County grapes must be sustainable certified under at least one of the following four accepted sustainability programs:

1. CERTIFIED SUSTAINABLE (CSWA)
2. Fish Friendly Farming (FFF)
3. Sustainability In Practice (SIP)
4. Lodi Rules



This packet includes all relative information pertaining to label usage on wine bottles.

Eligibility:

Wine brands interested in using the *Sonoma County Sustainability* label **must comply with all** of the following requirements:

1. 85% of the grapes in each bottle bearing the *Sonoma County Sustainability* label **must be** sourced from Sonoma County.

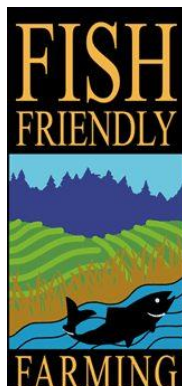
2. 85% of the grapes in each bottle bearing the *Sonoma County Sustainability* label **must be** certified sustainable under **one** of the four accepted sustainability programs **within the last two years, unless certified to FFF certification can be within the last 5 years.**
3. Vineyards the grapes are sources from **must be certified to at least one of the four accepted sustainability programs**, but not all of them. Some vineyards may be certified under more than one sustainability program but this is not a requirement.
4. Wine brands bearing the label must commit to working with their processing facility and undergoing a Chain of Custody audit for each vintage and varietal(s) bearing the label. The audit will be conducted by SCW staff or one of SCW's approved auditors.
5. Wine brands and their processing facility must commit to participating in a random spot audit should they be selected. The fee of the spot audit will be covered through the annual admin fee collected by SCW.

SCW's accepted sustainability certification programs

Certified Sustainable (CSWA)



Fish Friendly Farming (FFF)



Sustainability In Practice (SIP)



Lodi Rules



Responsibilities & Process:

Step 1: Fill out SCW's application and submit to Kate Piontek at kate@sonomawinegrape.org

Step 2: Begin internal process of designing a new wine label that is in compliance with SCW's logo requirements and guidelines.

Step 3: Designate employee(s) responsible for managing Chain of Custody compliance and conduct employee training. Employee training should consist of protocol for managing and tracking certified grapes throughout processing. Designated personnel should be identified in managing the process, and all staff should be trained on what certified grapes are, and the requirements to use the *Sonoma County Sustainability* logo on the wine bottle.

Step 4: Document and track certified sustainable grapes (and store separately if needed) to ensure that 85% of the grapes in each bottle bearing the *Sonoma County Sustainability* label are **sourced from Sonoma County**.

Step 5: Document and track certified sustainable grapes (and store separately if needed) to ensure that 85% of the grapes in each bottle bearing the *Sonoma County Sustainability* label are **certified sustainable under one of the four accepted sustainability programs**.

*** Certified grapes may be purchased from certified sustainable Sonoma County vineyards or grown by the winery and/or processing facility using the label. Additionally, sustainably certified grapes do not need to be stored with other grapes from the same certification. For example, one barrel or tank of wine can contain Sonoma County grapes that are certified to CSWA and other certified grapes that are certified to SIP/LODI/FFF etc.*

Step 6: Prepare for the Chain of Custody Audit

- a) Retrieve a copy of the vineyard(s) sustainability certification and verify the following:
 - The vineyard(s) are certified under one of the four accepted sustainability programs.
 - The sustainability certification is valid and the year of sustainability certification is no less than two years prior to the date of the application submitted to SCW to use the *Sonoma County Sustainability* label. (FFF certification can be in the last five years).
- b) Work with your processing facility to ensure there are clear procedures, tracking, documentation and processes in place to satisfy all Chain of Custody audit requirements.

Step 7: Work with processing facility and undergo Chain of Custody Audit with one of SCW staff or one of SCW's approved auditors.

Step 8: Pay annual admin fee to SCW and obtain certificate of approval to use the *Sonoma County Sustainability* logo on your wine brands label(s).

Step 9: Submit SCW's Certificate of Approval and a new COLA label to TTB.

Step 10: Bottle wine bearing the *Sonoma County Sustainability* label that is in compliance with SCW's logo requirements and guidelines.

Logo Requirements & Guidelines:

SCW will provide a packet with brand guidelines, sizing etc. Currently the logo comes in the following colors: White, Red, Green, Gold, Blue, Black and Metallic.

Chain of Custody audit:

SCW staff will conduct the Chain of Custody audit. In the instance where SCW staff is unavailable we will send one our approved auditors instead.

The following steps document what needs to be completed in preparation of your annual Chain of Custody audit and prior to bottling.

1. Decide which varietal(s) and/or vintage the *Sonoma County Sustainability* label will be used for.
2. Gather tracking documentation proving that 85% of the grapes being used for the finished wine are certified under one of the four accepted sustainability programs and originated in Sonoma County.
3. Gather records documenting blending and storage practices to ensure that the final product meets the minimum percentage of 85% Sonoma County certified sustainable grapes.
4. Collect certification documents from all vineyard(s) sources to provide proof that 85% of the grapes sourced for the *Sonoma County Sustainability* label are certified sustainable within the last two years.

Once the Chain of Custody audit is complete, the wine brand will obtain a certificate of approval from the Sonoma County Winegrowers allowing use of the *Sonoma County Sustainability* logo. In the first year of use of logo this certificate will be sent to TTB along with a new COLA prior to distributing wine with the *Sonoma County Sustainability* label.

Footnote: The Sonoma County Winegrape Commission does not manage the use of the California Sustainable label managed by the California Sustainable Winegrowing Alliance (CSWA). For more information on the California Sustainable label, please click here: <http://www.sustainablewinegrowing.org/CCSW-certificationguidelines.php>.