



5 REASONS TO BECOME CERTIFIED SUSTAINABLE

1. **It is the best way to ADD VALUE TO YOUR GRAPES AND VINEYARD.** Sonoma County Winegrowers have put a lot of resources towards promoting our sustainable vineyards, including national advertising campaigns, media relations, wine trade education, and more. These efforts will help add value to your grapes and vineyard operations.
2. **WINERIES ARE REQUESTING AND PAYING MORE FOR CERTIFIED SUSTAINABLE GRAPES.** An additional \$350,000 was paid to Sonoma County grape growers in 2015 for certified sustainable grapes. Wineries believe in the importance of sustainability and are now offering financial incentives for your efforts.
3. **CONSUMERS want to SUPPORT WINES MADE FROM SUSTAINABLE GRAPES!** Research shows that consumers care deeply about sustainability and are willing to pay more for sustainable products. Our own consumer survey also showed that 50% of respondents think sustainability distinguishes Sonoma County from other wine regions, while 44% said reaching our 100% goal would make them more interested in purchasing our wines.
4. **IT MATTERS LOCALLY.** Our sustainability commitment allows us to demonstrate all the positive contributions you make to our local community and reinforces how our sustainable vineyard practices make a difference in terms of water conservation, habitat restoration, social responsibility, and more.
5. **IT JUST TAKES A PHONE CALL TO GET STARTED.** Call Emily Farrant, our new Sustainability Manager at (707) 522-5851. She can be reached on email at emily@sonomawinegrape.org

Sonoma County Winegrowers Sustainability Program

Background

In January of 2014, the Sonoma County Winegrowers made a bold commitment to become America's first 100% sustainable wine region by 2019. Since putting this stake in the ground almost three years ago, the region has made incredible progress towards reaching their goal and have been recognized around the world for their leadership.

Sustainability Progress

We have seen an overwhelmingly positive response from winegrowers and winemakers who have become sustainable. As of December 2016, 85% of the vineyard acreage in Sonoma County has gone through the sustainability self-assessment and 60% of vineyards are certified by a third party auditor.

Global Recognition

Sonoma County's winegrowers are now seen as a global leader in sustainable agriculture and SCW President Karissa Kruse has been invited to speak around the world about our sustainability program. Sonoma County Winegrowers' sustainability efforts have been recognized with California's highest environmental honor, the 2016 Governor's Environmental and Economic Leadership Award (GEELA). Locally in Sonoma County, the organization was named a 2015 "Game Changer" by NORTHBAY BIZ magazine.

How The Process Works

Sonoma County Winegrowers currently accepts four programs as part of its sustainability program:

- California Sustainable Winegrowing Alliance
- Fish Friendly Farming
- Lodi Rules
- Sustainable in Practice (SIP)

Step 1 – Complete a Self-Assessment: Conduct a self-assessment of your vineyard practices. This includes reviewing 138 sustainability best management practices that measures your environmental, social responsibility, and business operation practices. This step will take you about 4 hours to complete and you can get support by meeting one-on-one with the Sonoma County Winegrowers' Sustainability Manager or by attending a sustainability workshop hosted by a winery or your AVA organization. Call SCW Sustainability Manager Emily Farrant to help you get started at (707) 522-5851.

Step 2: Certification: Once you have submitted your self-assessment, it will be time to conduct a third-party audit to verify your practices and certify your vineyard as sustainable. We have \$400 vouchers for grower for their certification. When you have chosen your sustainability program (CSWA, FFF, Lodi Rules or SIP) you will contact that specific program and register. After you are registered the sustainability program (CSWA, FFF, Lodi Rules or SIP) will send you their pre-requisites and contacts for the third party auditor.