



Wineries representing

79%

of California's wine case production participate in the CALIFORNIA SUSTAINABLE WINEGROWING PROGRAM — a significant achievement as the state is the world's fourth largest wine producer.

TOP REASONS CALIFORNIA WINE IS AN ECO-FRIENDLY CHOICE

California's vintners and winegrowers are primarily family businesses with a long-term commitment to the health and vitality of their communities and to preserving the land for future generations.

2,091

California wineries and vineyards have participated in the CALIFORNIA SUSTAINABLE WINEGROWING PROGRAM.



14,000

industry members, and growing, have attended sustainable winegrowing workshops.



OVER 200

best practices are in the comprehensive "California Code of Sustainable Winegrowing," first introduced in 2002 and now in its third edition.



Wineries producing

OVER 65%

of California wines are CERTIFIED CALIFORNIA SUSTAINABLE WINEGROWING, verified by a third-party auditor.



38 MILLION

consumer impressions were generated by "Down to Earth Month," the April statewide sustainability celebration.



EIGHT

prestigious awards recognize the California wine industry's sustainability achievements: three-time recipient of the Governor's Environmental and Economic Leadership Award; three-time recipient of the Drinks Business Green Award; winner, Edmund G. "Pat" Brown Award and EPA's Department of Pesticide Regulation IPM Innovator Award.



\$249 MILLION

annual charitable contributions by the California wine community.



SEVEN

wine organizations award the "California Green Medal," a sustainable winegrowing leadership awards program, recognizing California vineyards and wineries.



95%

of assessed California vineyards use cover crops to improve soil fertility, provide habitat for beneficial insects, retain soil moisture and control erosion.





SUSTAINABLE PRACTICES

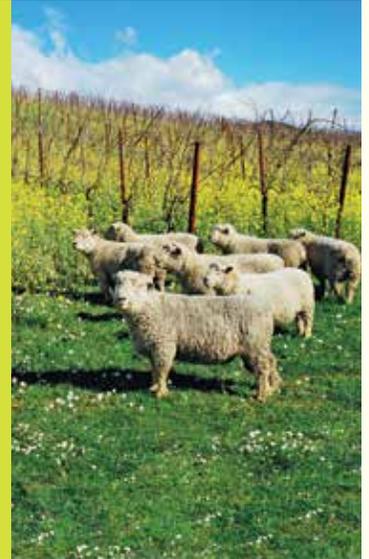
WATER CONSERVATION

California vintners and growers are at the forefront of water conservation, reuse and water quality protection. Drip irrigation applies precise amounts of water, while careful monitoring tracks water use throughout the grapegrowing and winemaking process.



ANIMALS IN THE VINEYARDS

Sheep, goats, chickens, bats, owls, falcons and beneficial insects are low-impact natural methods to cultivate vineyards and manage pests. Perches and nesting boxes are erected to attract birds that prey on pests.



RECYCLING AND WASTE MANAGEMENT

Employees run recycling and solid waste management programs, and wineries adopt eco-friendly packaging.



ENERGY EFFICIENCY

California vintners and growers reduce their greenhouse gas footprint by insulating tanks and pipes and installing energy efficient refrigeration and lighting fixtures. Many use alternative energy to power winery and farm equipment.



GREEN ARCHITECTURE

California wineries use “green” building materials such as recycled lumber, as well as stucco and rammed earth to conserve energy, and build caves to naturally cool wine.



PERFORMANCE METRICS

California vineyards “measure to manage,” conserving water, energy and other natural resources.

