



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.

Wineries representing **80%** 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.

2,091

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



14,500

industry members, and growing, have attended 575+ sustainable winegrowing workshops and events.



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

74%

of California wine are CERTIFIED SUSTAINABLE, verified by a third-party auditor.



SEVENTH

year wineries around the state have celebrated "Down to Earth Month" in April with dozens of events in regions around the state.



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.



95%

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



SEVEN

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





SUSTAINABLE PRACTICES

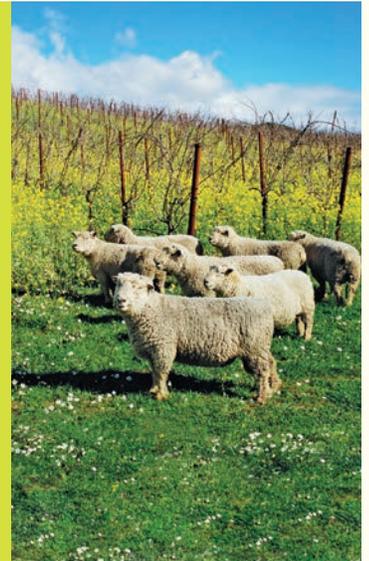
WATER CONSERVATION

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.

