



S U S T A I N A B L E S T O R I E S

S I P C E R T I F I E D . O R G

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What is Sustainability?

Sustainability meets the needs of today while ensuring that future generations can successfully meet theirs.

In agriculture, this means:

- Using farming methods that protect and preserve the environment.
- Considering the well-being of both workers and the community.
- Conducting business responsibly to establish long-term prosperity.



What is SIP Certified?

Sustainability In Practice (SIP) Certified® is a program for winegrowers and winemakers.

Certification shows that these businesses adhere to strict, measurable practices that are scientifically proven to protect and preserve the well-being of our human and non-human resources.

The program's values include Social Responsibility, Water Management, Safe Pest Management, Energy Efficiency, Habitat, Business, and the mindset of Always Evolving.

The Seven SIP Certified Values

Social Responsibility

Competitive wages, medical insurance, training, and education.

Water Management

Reduced/recycled water in the vineyards and winery.

Safe Pest Management

Introduce beneficial insects, attract raptors, and plant enriching cover crops to manage pests.

Energy Efficiency

Alternative fuels and energy sources like solar and wind; minimal tractor usage; enhanced insulation in the winery.

Habitat

Create wildlife corridors and preserve open space.

Business

Ethical practices; treat employees and the community with care and respect.

Always Evolving

Evolve as new science, technology, and research becomes available.

Want to see what sustainability looks like?

Read on to learn what SIP Certified members do to help protect the people and the planet!



VINA ROBLES WINERY

Did you know that planting a tree can be as easy as enjoying a bottle of wine? It can be when you buy a bottle of Vina Robles' the Arborist! With a portion of the proceeds from every bottle of the Arborist that is sold, Vina Robles partners with non-profit environmental conservation organizations to plant trees.

Social Responsibility



**33,000
TREES
PLANTED**

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VINA ROBLES WINERY

Since the program started in the year 2017, nearly 33,000 trees have been planted! Their partnership with One Tree Planted and the Arbor Day Foundation is a natural extension of the winery's passion for trees and sustainable viticulture.



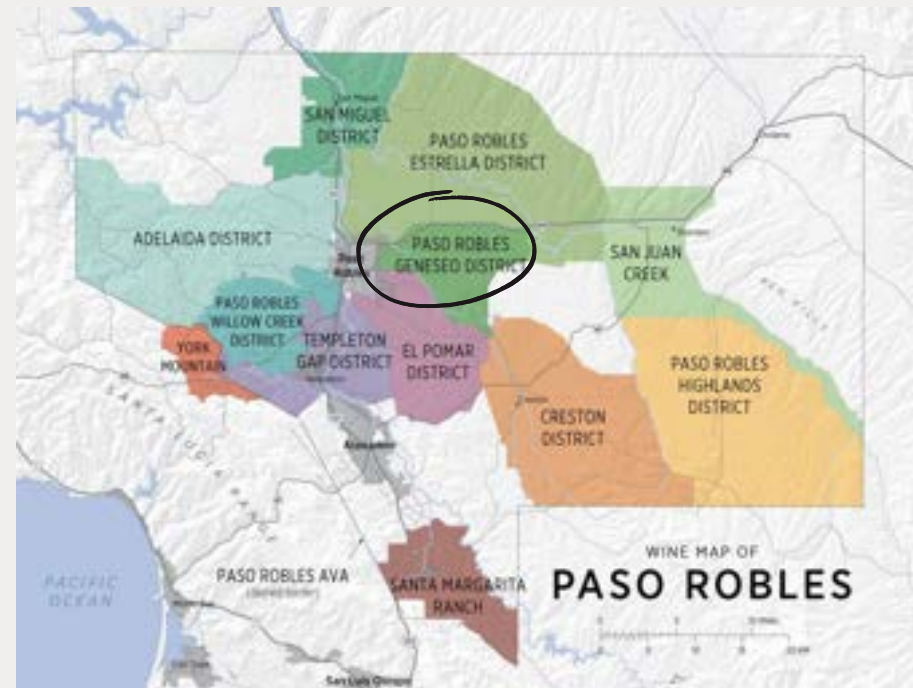
The oak tree depicted on the bottle of this red blend represents the Legacy Oak – a 300+ year-old oak tree rooted on the estate Jardine Vineyard.

The wine is dedicated to Vina Robles' founder, Hans Nef, and named for the arborist who saved the tree from its declining health in 2014.

Through this initiative, Vina Robles displays tremendous Social Responsibility by giving back to the community and environment that they call home.



LOCATION





SHALE OAK WINERY

One of California's biggest sustainability concerns is water. Shale Oak uses their tasting room and winery roof to capture rainwater. This water is stored and used to deficit irrigate their 5-acre vineyard and maintain landscaping during the drier months.

Water Management



**500,000
GALLONS OF
WATER COLLECTED**

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SHALE OAK WINERY

In 2022, about 75% of California was declared in a severe drought. That's why Shale Oak designed their tasting room and winery to capture rainwater throughout the wet season. The water is stored in five 100k-gallon water cisterns atop their hill, and is used throughout the year to deficit irrigate their 5-acre vineyard and maintain landscaping during the drier months.

Deficit irrigation is a water management strategy that helps limit water usage by being very meticulous with watering schedules.

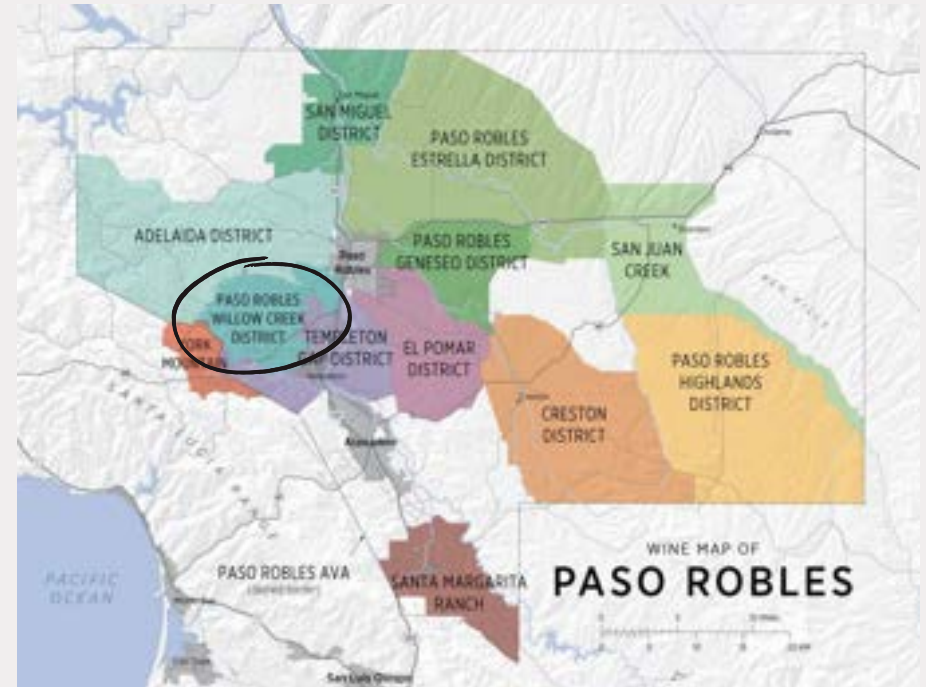


Shale Oak relies on mother nature to supply the vast majority of the water used at their operation, and they are able to give the vines supplemental irrigation at critical stages during their life cycle.

Sustainability is a buzzword that gets thrown around a lot these days, but what does it really mean? Shale Oak takes sustainability a few steps further in their belief that true sustainability is implementing farming practices that can be passed down for generations to come - practices that will keep their great-great-grandchildren in business, too.

These responsible Water Management practices at Shale Oak help to reduce the amount of water they need to pump into their vineyard, and inspire their peers and future generations to follow suit.

LOCATION

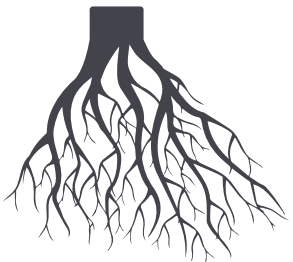




WOLFF VINEYARDS

Jean-Pierre Wolff's innovative subsurface irrigation technology delivers water and fertilizer directly to the vine roots 3-feet underground. This means that native and noxious weeds with shallow roots can't access these resources so his vineyard has fewer weeds to manage.

Safe Pest Management



**LESS WATER,
LESS WEEDS**

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WOLFF VINEYARDS

In 2017, Jean-Pierre Wolff decided that rather than replanting his vines on the same rootstocks, he would convert to drought-resistant rootstocks and plant them three feet into the ground. Deriving inspiration from an African palm farming technique, Jean-Pierre uses PVC pipes to deliver water and nutrients directly to the root zone. There is no wait time for the nutrients to be pushed to the roots, and no water is being wasted through parts of the soil that contain no roots.

Along with the tremendous water savings resulting from his deeply planted vines and subsurface irrigation technology, Wolff has discovered an “indirectly obvious” benefit - fewer weeds. Since water and fertilizer are applied through PVC pipes that lead

directly to the root systems 3-feet underground, native and noxious weeds with shallow roots can't access these resources, and therefore can't thrive.

Vertebrate pests have also had little success in establishing themselves in these areas since they don't typically dig to the depths at which the roots lie.



LOCATION

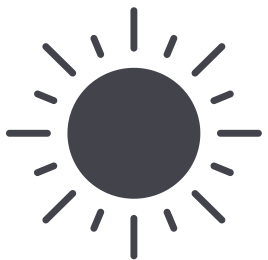




CENTER OF EFFORT WINERY (COE)

At Center Of Effort, simple changes to reduce energy in the winery have allowed them to become fully powered by the sun; from night air cooling to time of use. On top of that, their solar system paid for itself in just 4 years!

Energy Efficiency



**100%
SOLAR
POWERED**

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@COEWINE

COEWINE.COM

COE WINERY

The whole is greater than the sum of its parts. Center of Effort sees this clearly when they look at the tremendous energy expense savings they have realized since making Energy Efficiency improvements around their winery.



Energy time-of-use adjustments on their cooling system, wastewater aerators, and other heavy energy usage equipment; implementing night-air cooling of barrel rooms and case goods storage areas to minimize HVAC use; investing in a small chiller enabling them to bring tank temperatures down on select tanks rather than the entire plant down; and installing a quick-draw door to address insulation loss.

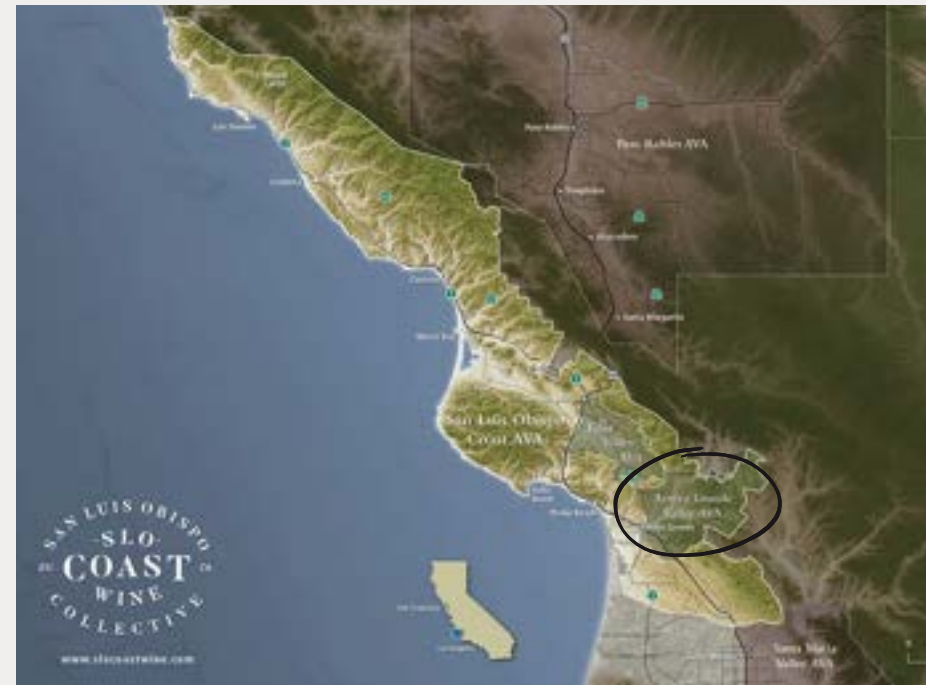
These are just a few of the areas in which they took action to conserve energy to combat climate change.

Their solar project went live back in 2016, and Nathan Carlson, Winemaker and General Manager, says that it “showed 100% ROI over 4 years, no problem.”

“A lot of the changes were pretty simple and had varying impact, but all together it compounded into very meaningful differences... With these changes, our entire winery facility, tasting room and offices are entirely solar powered. In fact, we are running net negative, meaning we are even sending generated power back to the grid!”

– Kevin Bargetto,
Associate Winemaker

LOCATION

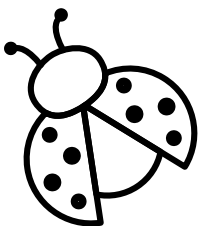




MAVERICK FARMING

By working with the natural environment, Maverick Farming has improved their soil health, increased the number of beneficial insects, established native grasses, and saved money. This helps to improve the habitat, and it frees up funds to spend on more sustainability projects.

Habitat



**WORKING
WITH NATURE**

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MAVERICK FARMING

Chad Foster, Operations Manager of Maverick Farming, says that what originally began as a way to be more effective with their budgeting, reducing tillage practices and allowing native grasses to flourish as cover crops have promoted root growth and better vine health in the vineyards they manage.

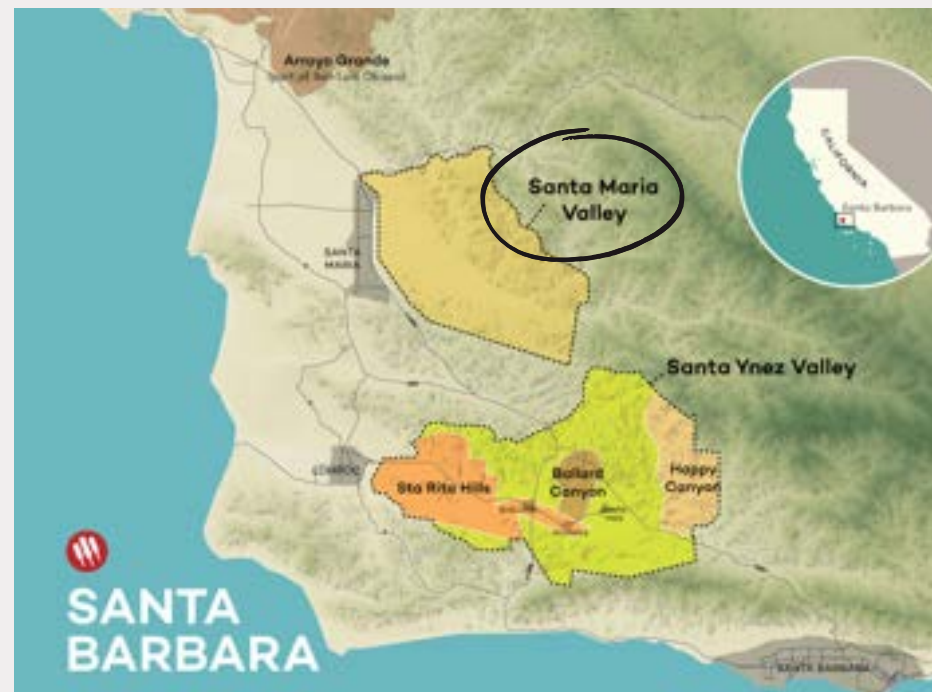
These reductions in tillage encourage beneficial soil microbes and insect populations to establish themselves in these vineyards - Chad notices an uptick in lacewing and ladybugs where the cover crops have been allowed to flourish.

The highly regenerative nature of native grasses makes them an excellent cover crop, as they reseed themselves when they get mowed down. This is a great example of how working with an environment's natural ecosystem can support a cultivated agricultural system.

In some blocks, disking and leveling are necessary due to vertebrate pests making grounds uneven, but Maverick decided to stop tilling just to till - their land didn't have much of a need, as there weren't many erosion issues. They no longer disc after harvest, and are able to take the money that was once spent on these efforts and either save it or move it to more pressing projects.



LOCATION





NINER WINE ESTATES

The whole team at Niner Wine Estates is dedicated to bettering their community. Staff cook meals for the food insecure, each team member gets to allocate \$2,000 of donation money to the charity of their choice, and the company matches all personal donations. This is growing for the greater good.

Business



\$250,000+
DONATED

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NINER WINE ESTATES

Sharing their prosperity with the community is one of the ways Niner Wine Estates embodies the Business value of sustainability. Andrew Niner, President and CEO, is a board member of MUST! Charities, and believes in supporting the community through charitable donations.

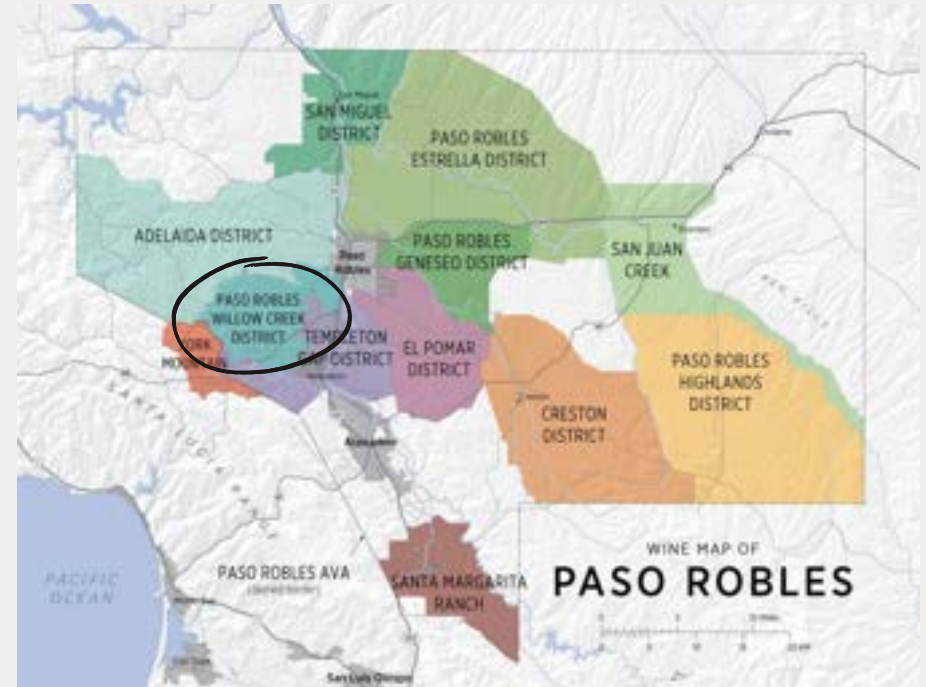


Over the last 3 years, Niner Wine Estates has donated an average of \$245,000 annually to charities through a linked foundation.

Annual donations of \$2,000 per employee go to a charity of the employee's choice, and their own personal donations are matched by the company. Staff are further involved in community support efforts through monthly meal preparations and servings to those experiencing food insecurity.

Bonus example! Niner Wine Estates uses their resources and expertise in public cooperation with USGS, where a study of local hydrology is underway to assess the state of our local aquifers and determine a management strategy.

LOCATION





TALLEY VINEYARDS

Talley Vineyards believes in supporting all of their employees in their professional development. New skills training for agriculture and leadership are provided in both English and Spanish so every worker has the opportunity to grow.

Always Evolving



**STRONG KNOWLEDGE
STRONG TEAM**

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TALLEY VINEYARDS

There are countless opportunities for individuals in the wine industry to expand their skills and education. Talley Vineyards believes in supporting all of their employees in their professional development. Supervisors are encouraged to further their agriculture and vineyard education as well as their leadership skills through annual management courses – in both English and Spanish!

Employees of Talley Vineyards attend educational events and are offered training when they express interest in learning new skills. Talley Vineyards believes that when each member of the team has a diversity of skills, the team as a whole is stronger.

Always Evolving as individuals and as a team ensures that everyone at Talley Vineyards is continually improving their skills and expanding their knowledge.



LOCATION



“We sometimes have employees poached by other companies after they are taught a new skill, but in the end, it usually means the worker was able to use the new skill to make more money and have a better quality of life.”

– *Dave Terry,*
Vineyard Manager