SUSTAINABILITY IN PRACTICE

Sustainability is not a trend, it is becoming a cultural shift.

- Natural Marketing Institute

SIP CERTIFIED Sustainability in Practice

HOW IS SIP CERTIFIED DIFFERENT?

- Use of logo on bottle
- Rigorous threshold for eligibility
- Third-party inspection
- Social responsibility
- Prohibits high risk pesticides
- Verifies practices in place
- Transparent
- Public comment
- Brand promotion
- 20-year history

1.75 million

SIP Certified cases of wine

SIP Certification takes things to the next level, emphasizing our overall, long-term belief in being a good business, a good neighbor, and a good steward of the land.

- Dan Lee, Owner, Morgan Winery

90%

Retention Rate

Organizations that earn SIP Certification continue in the program.

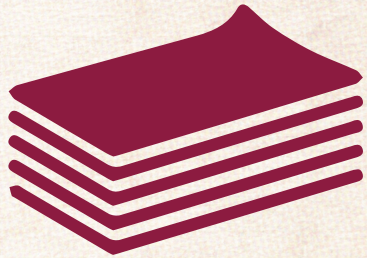
SIP CERTIFIED Sustainability in Practice

32,000

Acres of SIP Certified vineyards

My ranch's regulatory burden was reduced because of our SIP Certification. Recognition by the Regional Water Quality Control Board affirms the program's ability to be a leader in protecting surface and groundwater.

- Jim Stollberg
Maverick Farming



77%

of SIP Certified vineyards benefit from regulatory relief

9/10

Would recommend SIP Certified to other growers

PROMOTING SUSTAINABILITY

Several businesses use the SIP Certified seal in their marketing materials:

- **Albertsons**
- **Haggen**
- **Vons**
- **Whole Foods Market**
- **J&L Wines**
- **Société des alcools du Québec**
- **Wine Warehouse**
- **Glacier National Park**

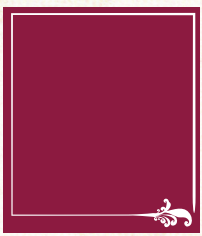
How you can use the SIP Certified seal:

Wine Bottle

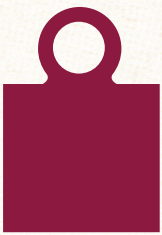
Menu

Website

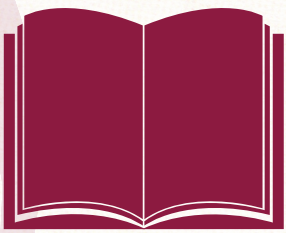
Tasting Notes



Shelf Talker



Bottle Necker



Distributor Portfolio