



Our Sustainable Story.

Niner Wine Estates

Business Name

Research shows that authentic storytelling can help you sell more wine ([check out Episode 161 of the Sustainable Winegrowing podcast](#)), we want to help you share your story with your staff and customers!

As a **SIP Certified** member, your business embodies the program's 7 values, listed below. Fill out this worksheet to capture examples of what sustainability looks like for your brand. Then, use your Sustainable Story to train your staff, create a memorable tasting experience, and maximize sales and brand loyalty.

1. Social Responsibility

Ex: Since the year 2000, Vina Robles has partnered with local nonprofit organizations to plant trees with the proceeds from every bottle of the Arborist that is sold. To date, they have planted over 33k trees!

- We hold events throughout the year to educate staff about what's happening in the vineyard throughout the seasons.
- We offer educational events and trainings to employees, and cover the fees for outside educational courses.

2. Water Management

Ex: Shale Oak winery designed their tasting room and winery to capture rainwater, which is stored in five 100k-gallon water cisterns on their property. This water is used throughout the year to deficit irrigate their vineyard and maintain their landscaping.

- We deficit irrigate, recapture water, and use water-saving appliances.
- We use double-line irrigation to water replants and hilltops, saving an average of 1600 gallons per acre per set.
- Rainwater is captured from the roofs of the wineries, tasting room, and the parking lot. It is stored in a covered pond and reused.
- We reclaim the gray water from wine production, which is treated and used for irrigation.

3. Safe Pest Management

Ex: At Wolff Vineyards, PVC pipes are used to deliver water and nutrients directly to deeply-planted 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!

- We always use the softest materials possible. All pesticides at Heart Hill are Certified Organic.
- Herbicides and poison baits have been eliminated at Heart Hill Vineyard and Jespersen Ranch.
- Jespersen Ranch is home to a refugia garden that attracts beneficial insects.

4. Energy Efficiency

Ex: Over the years, Center of Effort has made many changes to reduce energy in the winery, and allow them to become fully powered by their solar farm! These changes include energy time-of-use adjustments on heavy energy usage equipment, implementing night-air cooling, investing in a small chiller, and addressing insulation losses.

- On-site solar production provided 64% of our buildings' electricity supply in 2021.
- Our buildings are LEED Silver certified for energy use.
- The winery is built into a hillside, giving it maximal thermal mass. Natural light, scalable systems, and gravity-flow winemaking reduce the need for a supply of electricity to power the winemaking processes.

5. Habitat

Ex: Maverick Farming has improved their soil health, increased the presence of beneficial insects, established native grasses, improved root-growth, increased vine health, and saved money – all by reducing tillage in select vineyard blocks!

- Our home property has 20% oak-canopy coverage, and 6% of the property is non-cropped and undisturbed to serve as habitat for a variety of wildlife species.
- Barn owl nesting boxes and hawk perches are in the vineyard to attract these predators of rodents.
- Bees are kept near the Chef's Garden for pollination of food crops for the restaurant.

6. Business

Ex: 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.

- See above!
- We also use our educational 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.

7. Always Evolving

Ex: 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. Employees attend educational events and are offered training when they express interest in learning a new skill.

- A new position was created to collect, analyze, and report data on resource use across the business.
- Our team is conducting a multi-year study on whether applying a site-produced compost extract under the vines will increase beneficial microbes in the soil.
- Our management team follows wine industry publications for new ideas, findings, technologies, and techniques.