



Our Sustainable Story.

_____ *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!

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.

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!

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.

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!

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.

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.
