

Talking SIP



Answering Customers' Top Questions

Tell your customers about your good work in the tasting room, email campaigns, and other customer facing communications.

What's the difference between SIP Certified, Organic, and Biodynamic?

While Organic and Biodynamic focus on farming practices, SIP Certified addresses additional practices including recycling, water conservation, business, people and more. It is a holistic approach.



What's an example of Sustainable farming?

Using birds of prey to kill pests. Look for owl boxes on vineyards to see this in action.



What is the People aspect of SIP Certified?

Being SIP Certified means you are providing competitive wages, medical benefits, and education.



Are pesticides used in the vineyard?

Pest management uses many tools including monitoring, canopy management, and natural predators. When needed, only low risk pesticides are allowed. The health of the soil, water, and overall land is of the utmost importance.



How often do you water your vines?

Every vineyard is different, but being SIP Certified means you are watering vines only when needed, and have a goal to conserve water.



How do you reduce waste at the winery?

Waste can be prevented by reusing materials and using packaging made with recycled content. It is also reduced through extensive recycling programs, efficient cooling systems, and energy efficient lighting.

