



# SUSTAINABLE STORIES

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## HAVE YOU EVER WONDERED...

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... what sustainable wine is?

Learn how wine is made sustainably through these Sustainable Stories.

These are the stories of SIP Certified sustainable winegrowers and winemakers who protect people and the planet while making high-quality wines.

Each brand shows their dedication to sustainability in their own, unique way. While each story showcases one of SIP Certified's 7 Values, these brands embody all seven of the values at the core of their daily business practices.

# SUSTAINABLE STORIES





## WHAT IS SUSTAINABILITY?

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

In wine production, this means:

- Using practices 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 7 VALUES

## OF SIP CERTIFIED



### SOCIAL RESPONSIBILITY

Competitive wages, medical insurance, training, and education.

### WATER MANAGEMENT

Reduced/recycled water in the vineyards and winery.

### ENERGY EFFICIENCY

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

### SAFE PEST MANAGEMENT

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

### BUSINESS

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

### HABITAT

Create wildlife corridors and preserve open space.

### ALWAYS EVOLVING

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

# SOCIAL RESPONSIBILITY OSO LIBRE WINERY



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**4 WORTHY  
CAUSES**

## THE POR VIDA FOUNDATION

Oso Libre's **Por Vida Foundation** supports four causes that are near and dear to the owners' hearts: **veteran service groups, women's cancer research, animal support groups, and children and family support groups.**

By supporting Oso Libre, guests and customers give back, too!



# THE POR VIDA FOUNDATION



Oso Libre's founders, Chris and Linda, started the **Por Vida Foundation** in 2011 to support causes that are near and dear to their hearts.

By using funding streams from multiple winery activities, they support four main causes:

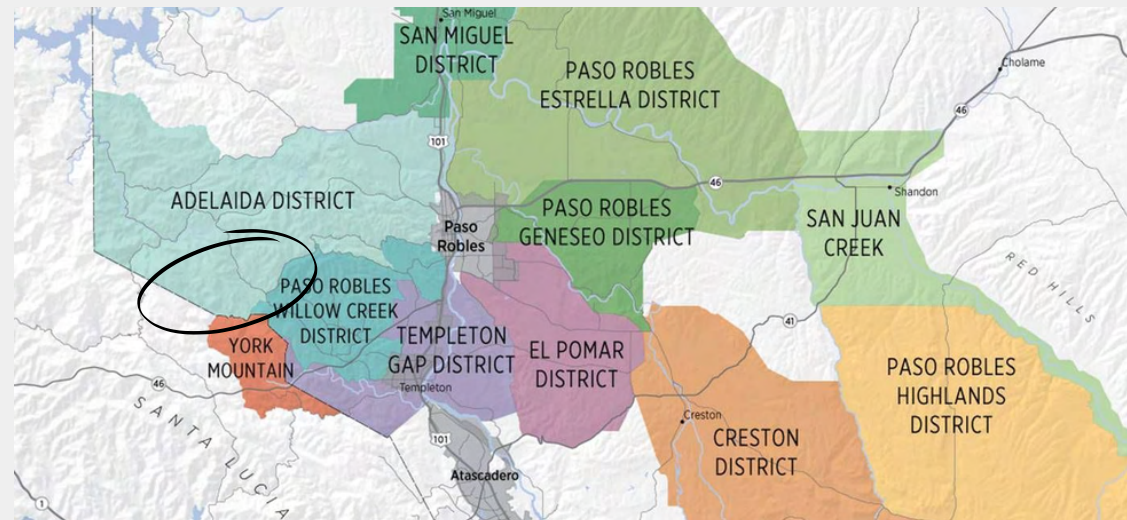
- **Veteran service groups**
- **Women's cancer research**
- **Animal support groups**
- **Children and family support groups**

This means that Oso Libre's guests and customers are giving back to these deserving causes, too!

The proceeds from many **weekend tasting fees** and **private events** at Oso Libre are turned into charitable donations through the Por Vida Foundation.

In the tasting room, the **Votive Candle Offering** welcomes visitors to light a candle and use the offering box to support these causes.

Proceeds from sales of their **Solera wine bottles** are also donated. This is a special blend that the winery makes every year. It is treated like a growler at a brewery: Members can bring their empty bottle back to the winery to have it filled with the latest vintage.



Through the Por Vida Foundation, Oso Libre demonstrates tremendous **Social Responsibility**. Their foundation is a tool to help them give back to the community and inspire their supporters to join in the good feeling of giving back.



# WATER MANAGEMENT BIEN NACIDO VINEYARDS



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SAVING  
WATER

## DATA-DRIVEN IRRIGATION

At the heart of Bien Nacido Vineyards' sustainable farming ethos lies a **diligent approach to water management.**

The team of experienced irrigators takes several steps to **tailor their practices to fit the land's needs**, ensuring they are enhancing their efficiency while conserving this natural resource.

# DATA-DRIVEN IRRIGATION



Water is a valuable resource for all forms of life. But it is limited and must be used responsibly.

**Bien Nacido Vineyards'** team of experienced irrigators, led by Miguel Asuncion, take several steps to ensure efficient water use.

To avoid system malfunction and uneven hydration, vineyard stewards must constantly maintain their systems. Bien Nacido's team performs **multiple line flushes each year** to keep them clear of dirt and debris, and **routinely tests distribution uniformity** to ensure consistent hydration across their diverse terrains and elevations.

Vines aren't heavy water users, and mother nature provides a portion of what they do need. Bien Nacido's irrigators track rainfall, weather data, and soil moisture levels, and estimate

evapotranspiration. With this data, they **tailor their irrigation schedule based on the land's needs**.

When their data shows their vines need water, the team of irrigators waits until the sun is down. They **irrigate during dark hours** because without the sun's heat, the vines and soil can more efficiently absorb and utilize what is applied.

But they believe opportunities for enhancement never end. Bien Nacido **partners with experts to help identify even more areas for improvement**.

They have created a plan to **advance their soil and sap flow monitoring technologies**, and seek further optimization opportunities with regular analyses of their irrigation system's design, filtration, and pressure regulation.



Bien Nacido Vineyards' team believes that **Water Management** is "a cornerstone of operations, contributing to the vitality of the land and the quality of the winegrapes we produce."



# SAFE PEST MANAGEMENT PRESQU'ILE VINEYARDS



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## SAFELY KEEPING BIRDS AT BAY

Presqu'ile Vineyard knew they could protect their vines from birds in a way that was more sustainable than non-biodegradable, labor-intensive bird netting.

Installing **programmable bird lasers** has protected their vineyard from feathered pests, on top of having several other sustainable benefits!



# SAFELY KEEPING BIRDS AT BAY



Birds like finches and starlings are common vineyard pests. They damage fruit and canopies, and will even create nests in the vines.

To protect their crops, vineyards typically use bird netting. While effective, netting comes with un-sustainable downsides: they break down in the sun, installation and removal necessitates a lot of labor, and they create waste over time, as nets must be replaced every few years.

**Presqu'île Vineyard** knew there was a more sustainable way to handle their unwelcomed feathered visitors. In 2023, they installed **five bird lasers**.

Spooked by the beams of light, the birds stay away. But if the light beams repeat a consistent pattern, the birds will ignore the lasers and reenter the vineyard.

To maintain the perceived threat, the laser beams are **programmed for a variety of motions**.

As for the effectiveness of the lasers, Andrew Heilbrun, Vineyard Manager, says that “monitoring bird pressure visually is pretty easy. **We saw very little damage this past season after installing the lasers.**”

On top of serving their main purpose as an effective method for bird abatement, Andrew notes that their new laser systems offers **several other benefits**:

- Removes tripping hazard for employees.
- Doesn't affect non-target animals.
- Reduces waste.
- More financially sustainable.



The bird lasers at Presqu'île Vineyard have proven to be a **Safe Pest Management** strategy with benefits that touch all three Ps of sustainability: People, Planet, and Prosperity.

# ENERGY EFFICIENCY NINER WINE ESTATES



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POWERED  
BY THE SUN

## STACKING ENERGY SAVINGS

From a hillside-nestled production facility that **utilizes gravity flow**, to **solar panels** that provide the majority of the energy use for all of their buildings, and **EV charging stations** for customers, Niner Wine Estates reaches a high bar in Energy Efficiency.



# STACKING ENERGY SAVINGS

**Niner Wine Estates** is constantly reaching impressive goals in their operation's Energy Efficiency.

By building their winery into a hillside, they take advantage of **natural insulation**, resulting in a reduced need for energy-based temperature control. On top of the natural insulation, the thick walls themselves were constructed with a layer of insulation inside.

In addition to providing natural insulation, the hillside's slope assists in their **gravity-flow winemaking system**. This means that they don't have to use electric pumps to move the grapes through the process – instead, their facility is tiered so the downward processes flow is moved along by gravity.

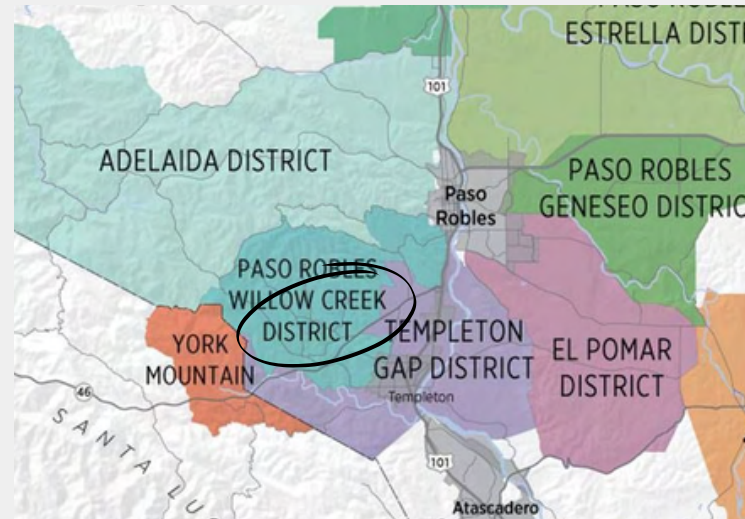
Taking advantage of **natural light** in the production facility and

tasting rooms is another way they improve their energy efficiency in their winemaking processes and hospitality experiences.

Since 2015, the majority of their tasting room, restaurant, wineries, and wells have been **powered by the sun**. Their high-efficiency panels are mounted on the top of their winery building, and on the ground next to their tasting room.

With all of these sustainable elements, it's no surprise that their buildings are **LEED-certified** at the Silver level. This certification is a globally recognized symbol of sustainability achievement.

Their energy-efficient practices are shared with their customers and staff through access to **EV charging stations** in their tasting room parking lot.



All of these components come together to have a significant impact on Niner Wine Estates' **Energy Efficiency**.



# HABITAT ANCIENT PEAKS WINERY



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14K ACRES  
OF HABITAT

## PRESERVING NATURE'S SPLENDOR

The team at Ancient Peaks Winery and Margarita Adventures is **dedicated to protecting the habitats** of the various species of wildlife that inhabit the land and water on their property.

Want to learn more about the native life at the ranch? Take one of **several tour options** with Jacqueline Redinger, the ranch's naturalist!

# PRESERVING NATURE'S SPLENDOR



The Santa Margarita Ranch AVA is home to just one vineyard, **Ancient Peaks** Winery's estate **Margarita Vineyard**, which is home to an abundance of beloved wildlife.

The team takes great care to **respect and facilitate** the presence of their winged and furry friends through the preservation of Habitat.

**Wildlife corridors** are present through and around the vineyard to ensure animals have free and safe passage. Black bears, bobcats, mountain lions, wild pigs, turkeys, deer, and bald eagles are among the many creatures that inhabit their rugged land.

There is also aquatic life at the ranch, protected by **creek setbacks** and implementation of **filter strips** between the vineyard and waterways to keep the water healthy.

With all of this life on the property, not all of it is beneficial to the health of the vineyard crop. To help keep pests at bay, the ranch welcomes **native predators** with bat and owl boxes, and raptor perches. They even invite a **herd of goats** to feast on their vegetation, acting as a low-impact herbicide alternative!

Their affiliated **Margarita Adventures** is dedicated to nature and wildlife appreciation and education. The ranch's naturalist, Jacqueline Redinger, offers a variety of **guided tours** to wildlife-loving guests:

- **Nature Adventure Tours:** explore native ecosystems.
- **Eagle Tours** (winter & spring): follow a day in the lives of eagles on the ranch.
- **Foraging Tours:** unlock the magic of the natural world.
- **Photograph Tours:** create beautiful art of your own!



The constant flux of native wildlife and the opportunities they've created to learn more about it is a testament to the team's value of **Habitat**.



BUSINESS

# CAMBRIA ESTATE WINERY



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**\$25,000  
PER YEAR**

## CULTIVATING FEMALE EMPOWERMENT

As a Business rooted in female leadership, Cambria Estate Winery shows their **dedication to uplifting and empowering women** in an incredibly impactful way.

Every March for Women's History Month, Cambria selects an organization that aligns with their pillars of climate action and women's leadership, and **pledges \$25k to support their efforts.**



# CULTIVATING FEMALE EMPOWERMENT

**Cambria Estate Winery** is rooted women’s leadership. Their certified sustainable wines are even named after their proprietors – Barbara, Katherine, and Julia.

Did you know that their **dedication to recognizing the experiences and achievements of women** goes even deeper? Uplifting and empowering women is core to their Business values, and they have a big way of showing it.

Every March for Women’s History Month, Cambria selects an organization that aligns with their pillars of climate action and women’s leadership, and **pledges \$25k to support their efforts.**

Tamara Bingham, Cambria’s Brand Manager, gets to make the

phone call to let the organization know they were selected - a task she says is “probably the most rewarding part of my job.”

In 2024, she notified **American Farmland Trust’s** “Women for the Land” initiative to pledge their support. Right in line with Cambria’s own sustainable practices, this initiative **supports women farmers and landowners in preserving their land and embracing conservatism.**

Past years’ partnership organizations include Equity Now, Women’s Earth Alliance, SeaTrees, and Amazon Frontlines.

Through these partnerships, Cambria demonstrates their dedication to using the power of their platform to help uplift and empower women everywhere.



Their **Business** practices are founded on their belief that a commitment to sustainability is also a commitment to amplifying the messages of the many deserving organizations working towards a better future.

# ALWAYS EVOLVING TOLOSA WINERY



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**TEAM-DRIVEN  
SOLUTIONS**

## THE POWER OF TEAMWORK

Tolosa's **3 P's Groups** welcome everyone on the team to participate in the business's value of Always Evolving.

Employees get involved in a group (People, Planet, or Prosperity) and **work together** to find ways to **analyze and improve** the business's sustainable practices.



# THE POWER OF TEAMWORK

**Tolosa Winery** has a unique way of involving their staff in their sustainability efforts to ensure their team is Always Evolving: their **3 P's Groups**.

Employees have the opportunity to join a group that focuses on one of the three pillars of sustainability – People, Planet, and Prosperity. Each of the groups takes their area of focus and works together to find ways to improve the business's practices.

**People Group** – This group focuses on encouraging staff engagement, safety, communication, and more. Their past work includes looking into wage scales to ensure staff is paid fairly, and analyzing and improving safety procedures.

**Planet Group** – Their past work includes teaching the team new methods for recycling and composting both at work and at

home! When the company wanted to expand its solar field, the Planet Group researched soil profiles and growing conditions in the vineyard to identify the area that was least-hospitable to vines so it could be used for the expansion.

**Prosperity Group** – Thanks to this group, the winery reduced their water use by hundreds of thousands of gallons. They designed a water nozzle that eliminated their open-hose water use. In fact, the nozzle is so good, its use is now mandatory. Josh Baker, CEO, says, "On average, this ONE small change resulted in some 380,000 gallons of water savings annually."

While participation in the groups was always optional, employees are enthusiastic to join! Josh notes that the level of staff involvement "was a bit of a surprise. People choose to take the extra time to be part of it!"



Initiatives like Tolosa's 3 P's Groups welcome everyone on the team to participate in the business's value of **Always Evolving**.





# *SIP Your Best Life*

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