

**CELEBRATE  
“DOWN TO EARTH MONTH”  
IN APRIL**



# TOP 10 REASONS CALIFORNIA WINES ARE AN ECO-FRIENDLY CHOICE

## 1. A CODE TO LIVE BY

The majority of California’s winegrape acreage and production has been assessed using California’s Code of Sustainable Winegrowing which establishes best practices in sustainability from ground to glass.

## 2. SOLAR, WIND AND VEGETABLE OIL

California growers and vintners have embraced alternative energy sources, including solar panels, wind turbines and biodegradable fuel—from vegetable oils and animal fats—to power farm equipment, trucks and other motor vehicles.

## 3. CRITTERS IN THE VINEYARDS

Winegrowers use sheep, goats, chickens, falcons, owls and beneficial insects as a low-impact, natural method to cultivate vineyards and manage pests. They erect perches and nesting boxes to attract birds that prey on pests.

## 4. GREEN ARCHITECTURE

California wineries use “green” building materials such as recycled lumber, as well as stucco and rammed earth to conserve energy and caves to naturally cool wine.

## 5. ECOSYSTEM MANAGEMENT AND RESTORATION PROJECTS

Vineyards are designed with the larger ecosystem in mind in California, preserving vernal pools, the watershed, oak woodlands, and other wildlife habitats to help maintain biodiversity and the overall sustainability of the land.

## 6. COVER CROPS AND COMPOST

Cover crops and compost are used in the vineyards to naturally build healthy soils, encourage desirable populations of microbes and worms, prevent erosion and attract helpful insects that prey on pests.

## 7. RECYCLING AND MANAGING SOLID WASTE

California vineyards and wineries have employee-run recycling and solid waste management programs, and they adopt eco-friendly packaging.

## 8. WATER CONSERVATION

Our most precious resource is protected with conservation practices such as drip irrigation systems that use technology to sense soil moisture and monitor plant stress, thereby determining the precise level of water and timing of water applications.

## 9. ENERGY EFFICIENCY

California winegrowers are committed to measuring and reducing their greenhouse gas footprint. They save energy by insulating tanks and pipes, installing energy efficient lighting fixtures and other equipment.

## 10. COMMUNITY INVOLVEMENT AND PHILANTHROPY

In addition to being good neighbors by embracing sustainable practices, the California wine industry is one of the most generous industries in the U.S., supporting non-profit and charitable organizations with \$115 million annually.



Sources: Wine Institute, [www.wineinstitute.org](http://www.wineinstitute.org), and California Sustainable Winegrowing Alliance, [www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org)