



Communicating Sustainability in the Tasting Room

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Mission Statement:

The Central Coast Vineyard Team will identify and promote the most environmentally safe, viticulturally and economically sustainable farming methods, while maintaining or improving quality and flavor of wine grapes. The Team will be a model for wine grape growers and will promote the public trust of stewardship for natural resources.



- **Non-Profit Grower Group (1995)**
- **Broad and Diverse Growers**
- **Engaged People with Different Perspectives**
- **Positive Points System – Whole Farm Approach to Vineyard Management**



- **Outreach and Education**
 - Tailgate Meetings – On Farm Demonstrations
 - Newsletters
 - Educational Meetings
- **On Farm Demo Projects**
 - Implementation of New Practices
 - Data Collection
 - Tracking Pesticide Use
 - Tracking Water Quality
 - Tracking Impacts of Erosion



- **Importance of Demo's and Projects**
 - Help Growers Adopt new practices
 - Through technical assistance and monitoring, may try practices that they may not have tried on their own
 - Help growers succeed in adopting new practices
 - By providing support and information, growers are likely to succeed
 - Building grower confidence





What is Sustainable Agriculture?

- Rests on the principle that we must meet the needs of the present without compromising the ability for future generations to meet their own needs.
 - Stewardship of both natural and human resources
 - In agriculture it means that decisions are made with the whole farm system in mind as well as productivity in the long and short term



What is Sustainable Agriculture?

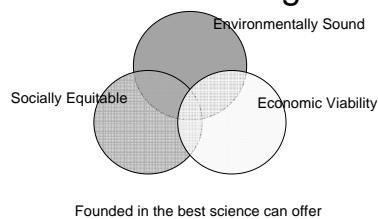
The term sustainable agriculture means an integrated system of plant and animal production practices having a site-specific application that will, over the long term:

“satisfy human food and fiber needs; enhance environmental quality and natural resource base upon which the agricultural economy depends; make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations; and enhance the quality of life for farmers and society as a whole.”

- 1990 Farm Bill



What is Sustainable Agriculture?



What is Sustainable Agriculture?

- Making decision based on the whole farm system, taking into account natural and human resources
- Preserving farming and community food systems
- Soil health is a key component of sustainability – healthy plants, balanced vigor, less susceptible to pests
 - Water Supply & Use
 - Water Quality
 - Wildlife & Habitat
 - Energy Management
 - Air Quality



Does sustainable agriculture & organic farming mean the same thing?

- No, Agriculture can be “sustainable” without being “organic”
- Some organic operations may not be sustainable
- Organic operations prohibit the use of synthetic chemicals



Can chemicals be used in a sustainable farming system?

- Yes. Sustainable approaches are those that are the least toxic and the least energy intensive, yet maintain productivity and profitability
 - Example: Weed Control



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Sustainable Farming: Weed Control Example

- Mechanical weed control
 - Several passes per season: fuel consumption, soil compaction, soil erosion, potential worker injury
- Chemical weed control
 - Single application of Round-up (relatively safe, effective and economic herbicide)
- Manager's decision based on site conditions & resource concerns



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"Sustainable" Language

- Conserving natural resources
- Protecting Water Quality
- Whole farm system
- Habitat Management
- Biologically diverse ecosystem
- Healthy Soils
- Reduced risk pest management
- Integrated Farm Management
- Erosion control



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"Sustainable" Language

- Consumers play a critical role in the sustainable food system – buying power
- Consumer education is key to promoting sustainable farming
- Share with consumers the sustainable vineyard practices that are being incorporated at your vineyards or by the vineyards your winery purchases fruit from
 - Be sure you have talked with your vineyard manager about his/her practices
 - Sustainable vineyard practices are site specific and create an opportunity for product/program differentiation



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Questions?

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Presentation Resources

- Sustainable Agriculture Research & Education Program – UC Davis – www.sarep.ucdavis.edu
- Positive Points System™ & CCVT website – www.vineyardteam.org
- Cooperative Extension Curriculum Project – www.cecp-online.org