

SUSTAINABILITY IN PRACTICE (SIP)

Vineyard Certification & Consumer Outreach



Kris O'Connor
Executive Director

Central Coast Vineyard Team

Certification Evolved from 15 Year Program History



- **Evolved from the PPS**
- **Standards Development = 4 year process**
- **Standard development with grower, university, and consultant advisors**
- **Peer reviewed by over 30 state, federal, agricultural, environmental, social and university representatives**
- **Concurrent market research**

Certification Process Overview

Transparent, Independent, Free from Conflict

<p>Standards Completion</p> <p>Grower</p> <p>In depth farming questionnaire and documentation</p> <p>Vintner</p> <p>Chain of custody documentation</p>	<p>Third Party Audit</p> <p>Accredited, Independent Inspector</p> <p>Vineyard</p> <p>Records & site inspection</p> <p>Winery</p> <p>Records audit</p>	<p>Certification</p> <p>Certification Advisory Committee</p> <p>Reviews “blind” auditor reports</p> <p>Grants certification:</p> <p>Vineyards & Fruit</p> <p>Wines made with certified fruit</p>
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Standards

Comprehensive Look at the Farm in its Entirety



- **Requirements – 40 Req’s**
 - For Example, List of Prohibited Materials based on DPR lists
 - Known to Cause Reproductive Toxicity (Prop 65)
 - Known to Cause Cancer (Prop 65)
 - Cholinesterase Inhibiting
 - Toxic Air Contaminant
 - Groundwater Protection
 - Restricted Materials List
- **Management Enhancements – 156 MEs**

Chapters



- **Conservation & Enhancement of Biological Diversity**
- **Vineyard Acquisition/Establishment & Management**
- **Soil Conservation & Water Quality**
- **Water Conservation**
- **Energy Conservation & Efficiency**
- **Air Quality**
- **Social Equity**
- **Pest Management**
- **Continuing Education**
- **Product Assurance and Economic Viability**

Requirements

Examples



- **Vineyard Acquisition/Establishment & Management (Fertilization)**

You must have a nitrogen budget and correlate it with your nitrogen applications.

- **Energy Conservation and Efficiency**

Well and pump performance must be tested at least every 5 years.

Management Enhancements

Examples



- **Is the distribution uniformity of your irrigation system greater than or equal to 85%?**
- **Do you use alternative energy sources such as wind, solar, or other alternative power for a portion of your energy needs?**
- **Do you offer medical insurance to your employees?**
- **What percentage of non-cropped area, from the end posts outward including roads, is covered with vegetation?**

Eligibility



- **Requirements – Must Meet ALL Requirements**
- **Management Enhancements – Must Receive 50% of Available ME Points**
- **Total – Must Receive 75% of the Total Available Points**
- **In order to receive the points/credit for a practice, documentation must be provided**
- **All documentation is reviewed by an independent auditor**
- **Blind auditor reports reviewed by Advisory Committee**

2008 Pilot Program



- **Pilot to Test Process and Standards Content**
- **Fourteen Pilot Growers**
- **Pilot Growers went through Full Process**
- **Result?**
 - 3,400 Acres Certified for the Pilot
 - Established procedures, rules, and program parameters

Funding From USDA & CDFR

2008 Certified Vineyards



Ampleos Cellars

Castoro Cellars

Hahn Estates

Paragon & Firepeak Vineyard

D'Anbino Vineyards and Cellars

Hilliard Bruce Vineyard

Halter Ranch

Jackson Family Wine Estates

(Panorama Vineyard)

Laetitia Vineyard & Winery

Paraiso Vineyards

Pomar Junction Vineyard

Robert Hall Winery

Saucelito Canyon Vineyards &

Winery

Wolff Vineyards

In addition to the vineyards being certified, these brands have plans to make wines with fruit from SIP Certified vineyards

Baileyana-Tangent Kenneth Volk Wines

Vineyard Program Costs



Application Fee

- \$500 (CCVT Member)
- \$1000 (non-member)

Audit (direct billing)

- \$50-100/hour
- Document and site audit estimated at 8 - 15 hours

Certification Fee

Note: Renewal application and audit fees are less for years 2 & 3

Vineyard Certification Fees

(\$500 Minimum)

Acres	\$/Acre
0 - 49	\$20.00
50 - 99	\$15.00
100 - 249	\$12.00
250 - 499	\$10.00
500 - 999	\$9.00
1000 +	\$8.00

Winery Program Costs



Application Fee

- \$250 (CCVT Member)
- \$500 (non-member)

Audit (direct billing w/ auditor)

- \$50-100/hour
- Chain of Custody audit
est. 1 – 2 hours

Certification Fee

- Based on cases with use of seal on bottle – subject to 85% rule

Winery Certification Fees

\$500 Minimum Certification Fee

Cases	\$/Case
0 – 7,499	\$0.16*
7,500 – 24,999	\$0.12
25,000 – 49,999	\$0.10
50,000 – 99,999	\$0.08
100,000 +	\$0.07

Wolff Vineyards



- **Why:**
 - Certification that addresses holistic farming practices and beliefs
- **What:**
 - Provides value differentiation, adds marketing opportunities, validates practices from the last decade
- **How:**
 - Documentation required time and energy, but was well worth the effort.
 - Identified several areas of improvement

D'Anbino Vineyards & Cellars



- **Why:**
 - Definitive and authentic claim
- **What:**
 - Consumer connection and experience
 - Grape buyers and upscale contract offers
- **How:**
 - Big picture perspective/whole farm
 - Identified areas of improvement

Paraiso Vineyards



- **Why:**
 - Proactive, voluntary efforts
 - Found that information regarding sustainable practices must be provided to gain entrance into selective markets in NY, CA, FL
- **What:**
 - Preference – markets (already), shelf space, price
- **How:**
 - Improved management communication and integration
 - Required complete and comprehensive record keeping and protocols
 - Culture of measurement and improvement

Consumer & Trade Outreach



- **Non-technical foundation for talking about sustainability**
- **Supporting pilot growers with their unique outreach efforts**
- **SIP representation at consumer and trade events**
- **Print, electronic, presentations**

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great wines. healthy vineyards.

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It's about great wines and healthy vineyards....

Sip the Good Life is our way of connecting like-minded people in relevant and

Learn More

sipcertified.org

Redirects to certification pages on vineyard team site

Information Package – Program Rules, Forms & Fees

Standards – Practices must be in place on December 1

Self-Assessment Workshops

January Workshops

Contact

kris@vineyardteam.org 805.369.2288

