



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.

Central Coast Vineyard Team
www.vineyardteam.org

SIP the Good Life
www.sipthegoodlife.org

Earth Day Food & Wine Festival
www.earthdayfoodandwine.com

Vineyard Team Office

835 12th Street, Suite 204
Paso Robles, CA 93446

Tel 805.369.2288
Fax 805.369.2292



1994

- Growers, wineries, & resource professionals develop mission statement and become the *Central Coast Natural Vineyard Team*

1995

- Begins discussions with agencies and other stakeholders on self-assessment tests

1996

- Group finalizes the *Positive Points System (PPS)*, the first self-assessment on sustainable vineyard practices, and collects 20 evaluations

1997

- Name changes to *Central Coast Vineyard Team*
- Receives IPM Innovator Award and small grant from the Department of Pesticide Regulation

1998

- Hires one part-time staff
- PPS appears in *Practical Winery & Vineyard*
- Staffs first educational table at American Vineyard Grape Expo

1999

- Congresswoman Capps visits local vineyard
- Staff participates in Lompoc Community Forum and Santa Barbara Vintners Festival
- First *Tailgate Meetings* held on the use of compost
- Featured article in *Monterey Herald*
- 200 growers receive CCVT's first newsletter

2000

- Membership program begins
- First full day educational meeting addresses Eco Labeling trends
- Local & Federal officials attend first major legislative tour

2001

- Group engages neighbors and community members at local Tailgate Meetings

2002

- Sublets first one-room office in Templeton
- VineyardTeam.org website launch
- Member signs appear in CCVT vineyards
- *Associated Press* features story on CCVT member
- EPA and Regional Water Quality Control Board awards grants for multi-year study
- First Spanish tailgates held in three counties

2003

- SLO Foundation Environmental Award & RWQCB Water Quality Award
- RWQCB Staff visits member vineyard

2004

- Moves to office suite in Paso Robles
- EPA's Environmental Champion Award
- Unified Grape & Wine Symposium presentation
- Spanish Positive Points System released
- PPS qualifies for Ag Waiver by RWQCB
- Work begins on potential third-party certification program

2005

- *Tribune* features CCVT as "model" organization
- Congressman Thomas visits member vineyard
- EPA invites CCVT to participate in Ag Exchange in Chile
- Staff presents project results at national EPA conference
- First *Sustainable Ag Expo* attracts 300 participants and exhibitors

2006

- Assembly member Nava visits member vineyard
- First grower appreciation dinners held in three counties

2007

- First *Earth Day Food & Wine Festival* attracts 30 wineries, 20 chefs, and visitors from throughout the state

2008

- 3,000 Acres Certified in the pilot year of the *Sustainability in Practice (SIP)* Certification program
- *Central Coast Magazine's* Green Award
- Launches SiptheGoodLife.org



2009

- Group is one of five organizations to receive National EPA Award for *Sustained IPM Excellence*
- "Farmworkers with 401k" article hits regional press
- 11,000 Acres and 50,000 Cases of wines SIP Certified
- Membership reaches 80,000 Acres
- Launches EarthDayFoodandWine.com
- 50 agency leaders attend vineyard tour

WHERE ARE WE NOW?

11,000 acres SIP Certified and 50,000 cases SIP Certified | 80,000 acres in Membership | 120,000 acres represented at Sustainable Ag Expo | 1,000 self-assessments collected