



CENTRAL COAST VINEYARD TEAM

Promoting Sustainable Winegrowing

www.vineyardteam.org

Demonstration Projects Fast Facts

WHAT:

CCVT helps growers implement new practices and measures their impacts on environmental quality. Demonstration growers and CCVT staff address the following issues:

- Protecting surface and groundwater quality
- Conserving wildlife habitat
- Minimizing soil erosion
- Reduced risk insect and disease control
- Biological control techniques

WHY:

Through the implementation of Demonstration Sites, participating growers learn about the effectiveness of various management practices in their vineyard. Also, non-demonstration growers can learn about practices through CCVT's Outreach and Education program.

HOW:

Project staff, technical advisors, and growers collaborate to implement and monitor specific practices. Frequent monitoring and evaluations help determine the effectiveness of these practices, and help growers adopt these practices over time. Through this collaborative process, growers are more likely to be successful in adopting these new practices and therefore reduce their potential risks with trying new things.

CCVT invites non-project growers to attend educational "tailgate" meetings at the demonstration vineyards, where growers learn from one another and understand the issues first-hand. Over 4,500 people have attended the Tailgates since they began in 2000. In addition, approximately 25,000 acres are represented at a typical CCVT tailgate series.

CCVT's Demonstration Sites are funded by several State grants and contributions from members. Faculty from the University of California Cooperative Extension and Cal Poly San Luis Obispo serve as technical advisors to the project. In addition, CCVT growers make generous contributions by donating their time, materials, land, and funds to support these projects.

WHAT YOU CAN DO:

Become a community supporter or a business steward. For further information, visit www.vineyardteam.org or call 805.369.CCVT (2288)

CCVT is a 501(c)3 non-profit corporation.

SPECIAL PROJECTS

Educational Programs for the Spanish Speaking Employees

An Interactive, hands-on approach that facilitates learning among vineyard employees on issues of sustainability

Cover Crop Trials

Measures the establishment of various cover crop species and their effectiveness in reducing soil erosion

Biological Farming Project

Implement reduced risk practices to control insect and weed populations within vineyards.

Positive Points System

A voluntary 1,000-point self-assessment used by winegrape growers to evaluate their use of sustainable vineyard practices.

"CCVT has taken a leadership role in helping producers reduce reliance on chemical inputs. Their proactive approach in demonstrating and promoting more sustainable practices has great potential to reduce the environmental liabilities facing their industry and help growers become more protective stewards of the land."

Jonathan Kaplan
Natural Resources Defense
Council

Good for Growers • Good for the Environment • Good for the Community

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