



# CENTRAL COAST VINEYARD TEAM

Promoting Sustainable Winegrowing

[www.vineyardteam.org](http://www.vineyardteam.org)

## CCVT Fast Facts

### WHAT:

Growers farm in a way that benefits agricultural, environmental and community interests, now and in the future.

### WHY:

CCVT members are genuinely concerned about sustaining and improving the natural resources that support their businesses. CCVT growers believe it is possible to grow high quality fruit while preserving the rural, agricultural character of the Central Coast. We believe it is our responsibility to do so – not only for our generation, but for generations to come.

### HOW:

Our growers are a progressive group, working on an ongoing basis to developing innovative farming technologies that protect both our natural resources and our crops.

We advocate an integrated approach to farming that balances the unique circumstances at each vineyard with those of the environment as a whole.

CCVT conducts grower research and education programs – in both English and Spanish – that protect water quality, encourage healthy soils, preserve habitat, promote farm worker safety, educate vineyard employees on sustainable practices, and encourage reduced-risk pest management.

Many of our programs are funded or co-sponsored by agricultural interests, environmental agencies and community groups.

### WHEN:

Founded in 1995, CCVT has evolved from small, grass roots organization to a significant industry force. CCVT growers represent over 60,000 acres of vineyards in San Luis Obispo, Monterey, and Santa Barbara counties. CCVT is also recognized as a leader in California agricultural practices. Our growers make generous contributions by donating their time, materials, land, and funds to support its programs. CCVT also receives grant funds to support specific demonstration projects.

### WHAT YOU CAN DO:

Become a community supporter or a business steward. For further information, visit [www.vineyardteam.org](http://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 the vineyard employees on issues of sustainability

#### Demonstration Projects

Help growers farm in a way that keeps soil and water in place, therefore protecting water quality, as well as, researching reduced risk pest management practices

#### Positive Points System

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

*"I think CCVT is very creative and approaches problem solving from a positive perspective. I'm impressed by CCVT's ability to influence behavior among members, in a purely demonstrative manner. CCVT leads by demonstrating and illustrating rather than by mandating or coercion."*

Michael McDavit  
Acting Chief  
Policy & Regulatory Services  
Office of Pesticide Programs  
U.S. Environmental Protection  
Agency

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

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