



**CALIFORNIA**  
SUSTAINABLE WINEGROWING  
ALLIANCE



*Summer 2011 Sustainable Winegrowing Highlights*

## ***The Social Equity of Sustainable Winegrowing: California's Wine Community Gives Back***

For California's winegrowing community, sustainability means far more than "being green." Vintners and growers throughout the state, aware that social equity is an equally important principle of the California Code of Sustainable Winegrowing, have long been involved in supporting their surrounding communities, spearheading and lending support to a vast array of community services and charitable undertakings.

In addition to the vintners' individual generosity, their participation in wine-related events—from auctions to festivals to winemaker dinners—have become a highly successful means of raising funds for a multitude of good causes including schools, health care organizations, the arts, animal shelters, disaster relief efforts and more. In fact, at least \$101.5 million is raised for charities and non-profit organizations annually by California's grape and wine industry, according to the Stonebridge Research Group 2009 Economic Impact Report.

Although it would be impossible to catalogue the entirety of the California wine industry's philanthropic efforts, the following are a few examples of how vintners and growers are giving back to their communities.

### **EDUCATION**

In its 25th year, The Concerts at **Wente Vineyards** series has raised more than \$200,000 for the Livermore Valley Educa-

tion Foundation, supporting all 10 of the area's elementary school music programs. The concerts are one of several charitable efforts of the winery.

### **ENVIRONMENT**

**Fetzer Vineyards** in Mendocino County has participated in campaigns to raise awareness and money for environmental concerns, such as Rails to Trails, the National Audubon Society and the Lake Pontchartrain Basin Foundation. Currently it is a sponsor of the American Hiking Society, Leave No Trace and Yellowstone Park Foundation.



*Napa Valley vintners celebrate reaching the \$100 million in giving milestone with this year's proceeds.* Photo ©2011 Jason Tinacci

### **DISASTER RELIEF**

After the earthquake in Japan in March of this year, wineries in the Santa Cruz Mountains, including **Bonny Doon Vineyard, Santa Cruz Mountain Vineyard** and **Storrs Winery** donated their tasting fees from a weekend to the American Red Cross.

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## **REGIONAL ASSOCIATION PHILANTHROPY: *The Power of Working Together***

Many regional associations representing vintners and growers throughout California host, organize and/or support auctions, festivals, tastings and other events designed to raise funds that are distributed to non-profit and charitable organizations in their communities. Many of these local organizations could not exist were it not for the generosity of the associations' vintner members.

**Napa Valley Vintners** – Auction Napa Valley is the most successful charity wine auction in the world. Since its 1981 inception, the auction has given over \$100 million to non-profit organizations in Napa Valley. The annual June celebration of wine, food and fundraising raises money for scores of charity programs, supporting health, wellness, children and youth, and affordable housing.

**Livermore Valley Winegrowers Foundation** – Now in its 18th year, the Livermore Valley Wine Auction has raised hundreds of thousands of dollars for Tri-Valley area non-profits. In May 2011, guests spent \$225,000 on unique wine and vacation packages, with proceeds going to local charities serving underprivileged and underserved children.

**Lake County Wine Alliance** – Funds from the annual Lake County Wine Auction support arts, healthcare and community service organizations throughout Lake County. Featuring wine and food tastings, dinner, dancing and live

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*(Regional associations continued)*

and silent auctions, the event has raised over \$831,765 since 2000.

**Sonoma County Vintners/Sonoma Valley Vintners and Growers Foundation** – With winemaker lunches, dinners, the Taste of Sonoma food and wine extravaganza and the Sonoma Valley Harvest Wine Auction, Sonoma Wine Country Weekend has resulted in over \$10 million in contributions to non-profits in Sonoma County over several years.

**Paso Robles Wine Country Alliance Foundation** – The capstone event of the Paso Robles Wine Festival, the PRWCA's Wine Country Auction & Dinner, which features dinner and a live auction, raises funds to support healthcare, education and greater community services within San Luis Obispo County. In May 2011, the auction generated \$140,000, a 25% increase over 2010.

**Temecula Valley Winegrowers Association** – The Temecula Valley Balloon & Wine Festival is an annual community-wide effort (1000 volunteers in 2011) with big name musical acts, food and wine pairings, hot air balloons, dinners and more. All proceeds from the three-day event benefit community organizations including the 4-H Club, Boy Scouts, Boys & Girls Clubs of Southwest Riverside County, Rotary Club and the Temecula Valley Art League among others.



*The Doobie Brothers, joined by Pablo Cruise and Pat Simmons Jr., performed in 2009 at the B.R. Cohn Charity Fall Music Festival, which benefits more than 50 charitable nonprofit organizations.*

*Photo by Trevor Scallow*

The Napa Valley to Tohoku Dinner and Auction, spearheaded by Naoko Dalla Valle of **Dalla Valle Vineyards**, raised \$512,402, donated to the Northern Japan Earthquake Relief Fund. The 16 auction lots included offerings from Dalla Valle Vineyards, **Dominus** and **Harlan Estate**.

Since 2001, the **Santa Barbara County Vintners' Association** has raised over \$1.5 million through auctions and wine-related events for Direct Relief International, a U.S.-based organization that sends shipments of medical equipment and supplies worldwide to help victims of natural disasters, civic unrest and chronic diseases.

### CHILDREN/YOUTH

In Temecula, **Ponte Family Estate** has dedicated itself to helping abused, sick and hungry children in the local area through a series of annual charity events. Winery employees, associates and wine club members also volunteer hundreds of hours at local organizations that support needy or suffering children.



*Stephan Asseo, L'Aventure, toasts a bidder's winning offer at the Paso Robles Wine Country Auction & Dinner. Photo by Brittany App courtesy of Paso Robles Wine Country Alliance.*

Since 2005, **Birdstone Winery** in Madera has partnered with the Alegria Guild of Children's Hospital Central California, producing "Alegria Reserve" wines which have raised tens of thousands of dollars for Central California children. The wines are available in the winery's tasting room and at local retailers and restaurants.

### HEALTHCARE

Owned by the Leducq Foundation, established by Jean and Sylviane Leducq to support international cardiovascular research, Napa Valley's **Ehlers Estate**, donates 100% of its profits to charity. Fittingly, the winery's logo includes a heart within the "E."

Since 1994, the Staglin Family Music Festival, hosted by Garen and Shari Staglin of **Staglin Family Vineyard** in Napa Valley, has generated nearly \$114 million for scientific research on mental health issues. The annual September festival raises money to both conquer mental illness and battle the stigma.

**J. Lohr Vineyards & Wines** of Paso Robles and San Jose partners with the National Breast Cancer Foundation in its Touching 2000 Lives campaign. The winery donates \$2 from bottle sales of J. Lohr Carol's Vineyard Cabernet Sauvignon or Sauvignon Blanc to provide 2000 mammograms for women who are otherwise unable to afford them.

With an organic and biodynamically farmed produce garden, **Quivira Vineyards and Winery** of Dry Creek Valley has a "Garden Bed Program," where local restaurants and retailers can buy produce that benefits the Healthcare Foundation Northern Sonoma County. The foundation supports healthcare access for low income families and children.

### VETERANS

For 25 years, Bruce Cohn of **B.R. Cohn Winery & Olive Oil Company** in Sonoma Valley has produced concerts, generating nearly \$6 million for more than fifty charitable organizations. The B.R Cohn Charity Events Fall Music Festival September 23-26, including The Doobie Brothers, Lynyrd Skynyrd, and auction dinner with TV chef Guy Fieri, will benefit Sonoma County nonprofits as well as veteran organizations.

### ANIMAL CARE

**The Winegrowers of Dry Creek Valley** recently launched a Wine Pet Trail, whereby participating wineries – including **Lambert Bridge** – donate 5% of proceeds from wine purchases to the Healdsburg Animal Shelter.

**Oak Mountain Winery** in Temecula raises funds benefiting animals with diabetes by helping families unable to meet the cost of animal medical care. A portion of sales of Oak Mountain's For Pete's Sake Wines is donated to Cause for Paws.

# Making a Difference in Farmworkers' Lives

In addition to philanthropic efforts that target education, the environment and underserved communities, there are numerous ways that vintners and growers, individually and/or through regional associations and ad hoc groups, provide direct support to farm workers and their families in the form of housing, health care, education, transportation and social services.



*Foxen Vineyards, one of the Vino de Sueños charity wine brand producers, used the above Jim Farnum art for its wine label.*  
Photo by Bob Dickey.

A small group of Santa Barbara County vintners, including **Buttonwood Farm Winery, Carhartt Vineyard & Winery, Cold Heaven Cellars, Fiddlehead Cellars, Fontes & Phillips Wines, Foxen, Hitching Post Wines, Kalyra Wines, Longoria Wines** and **Riverbench**, have teamed up to produce “Vino de Sueños,” (Wine of Dreams) as a wine brand for the Santa Barbara-based People Helping People organization. Since 2008, the wines, with labels designed by local artists, have been sold at the annual Vino de Sueños celebration, with all proceeds directed to programs that make a difference in the lives of vineyard and farm workers of Santa Barbara County’s agriculture, vineyard and wine businesses.

In Napa County, vintners and growers have come to together to provide housing for farm workers at three unique centers throughout the county. One of these centers, “The Mondavi Farm Worker Housing Center” was built by the Robert Mondavi Winery. In 2007, **Constellation Brands** donated the land on which the center is located to the Napa Valley Housing Authority (NVHA), making it eligible to receive \$1.4 million in public money and helping to ensure there will be housing for vineyard workers in Napa County.



*Constellation Brands donated the land under the renovated Mondavi Farm Worker Housing Center, now operated by the County of Napa.*  
Photo courtesy California Human Development

Through Auction Napa Valley, the **Napa Valley Vintners** have been able to provide grants to Napa Valley Community Housing to develop affordable housing, and funded the construction of the Napa Valley Vintners Community Health Center, which houses Community Health Clinic Ole, the Sister Ann Dental Clinic, Healthy Moms and Babies and Napa Emergency Women’s Center.

On Earth Day 2011, **Benziger Family Winery** of Sonoma dedicated 100% of net tasting room profits to the local farm worker community for the fifth annual year through Sonoma Valley’s La Luz Center/Vineyard Worker services, which is dedicated to providing the Sonoma Valley farm worker community assistance with housing, employment, health and social services, legal support, English language training and support groups.

Over the last 13 years, the California Wine Grape Growers Foundation (CWGGF), created by the **California Association of Winegrape Growers**, has awarded nearly one-quarter of a million dollars in education scholarships to high school seniors whose parents or legal guardians are vineyard employees of winegrape growers. In 2011 CWGGF awarded 10 high school seniors with nearly \$30,000 in scholarships, including a one-time special scholarship to a student overcoming exceptional challenges.



*Sonoma County Vintners, Sonoma Valley Vintners & Growers as well as Benziger Family Winery hold fundraising events that help support nonprofits such as La Luz Center in Sonoma, which provides community services to farm workers.*  
Photo by Zanne Clark courtesy La Luz Center

## RESOURCES FOR HELPING EMPLOYEES

Below are a few resources to help vintners and growers support farm workers:

### Healthy Families Program:

This site provides information on federal and state funded program to supply health care coverage to children whose parents fall into specific wage categories. <http://www.healthyfamilies.ca.gov>.

### Heat Stress Prevention:

Cal/OSHA Farm Labor Contractor Safety and Health Guide-Section 5: [www.dir.ca.gov/Title8/3395.html](http://www.dir.ca.gov/Title8/3395.html) and <http://www.dir.ca.gov/DOSH/HeatIllnessInfo.html>.

NIOSH booklet Working in Hot Environments: <http://www.cdc.gov/niosh/docs/86-112>.

Free heat stress prevention pocket cards in English and Spanish at: [http://www.cawg.org/images/stories/pdf/heat\\_stress\\_final.pdf](http://www.cawg.org/images/stories/pdf/heat_stress_final.pdf).

### One Stop HR Services:

This site provides free human resources forms to download for employee relations issues, including recruitment, new hires and performance management. This is a commercial site. <http://www.onestophr.com>.

### U.S. Department of Labor:

This is the home page for the U.S. Dept. of Labor, providing access to compliance assistance information, Frequently Asked Questions and interactive online resources that can help with health and safety issues. <http://www.dol.gov>.



# California's Sustainable Winegrowing Program

## Community Enhancement: Wineries & Growers Preserve Open Space

One of the great pleasures of visiting or living in California's wine country is being able to enjoy the natural beauty each region has to offer. Breathtaking vineyard vistas are part of the attraction, but acreage in the form of grasslands, forests and mountainous areas – much of it owned by vintners and growers who choose to preserve it as open space – is also part of the physical appeal. Many growers and vintners plant and/or develop only a fraction of their property; the rest is left as open space, offering beautiful pastoral scenery and habitat for wildlife while preserving the natural beauty of the environment. Some growers and vintners take it even further, donating and/or providing easements on their land to land trusts and other organizations to ensure the acreage will be used for agriculture or open space forever.

Well-known for their generosity to the local community, Bob and Evalyn Trinchero of Napa Valley's **Sutter Home Winery** and **Trinchero Family Estates** donated 3,400 acres of open space near Lake Berryessa to the Napa County Regional Park and Open Space District and an additional 240 acres to the Lake Berryessa Resort Improvement District. The donations will help preserve the breathtaking natural environment of this area, provide outdoor recreation for the public, and protect water quality.

Decades ago, **E. & J. Gallo Winery** co-founder Julio Gallo introduced an innovative approach to land conservation known as the "50/50 Give Back" plan. For every acre of land planted in vineyard, Julio Gallo set aside one acre of property to help protect and enhance wildlife habitat. Today, that philosophy still guides the winery, and

has resulted in thousands of acres set aside for conservation easements for wildlife habitat. For more information on Gallo's environmental efforts, see: <http://www.gallo.com/family/environment/EnvironmentalStewardship.html>

**Six Sigma Ranch & Winery** in Lake County, owned by Kaj and Else Ahlmann, is part vineyard and part nature preserve. Out of the 4,300-acre estate, approximately fifty acres have been developed; the remainder has been donated by the Ahlmanns' to the Golden State



*The Six Sigma Ranch became a place where the Ahlmann family could practice sustainable farming while living in natural beauty and preserving wildlife habitat.*  
Six Sigma Ranch photo

Land Conservancy through a conservation easement to protect in eternity the property's wildlife and native vegetation.

About two dozen **Napa Valley** vintners, growers and ranchers have permanently assured that their lands will remain in open space and agriculture by granting conservation easements on their properties to the Land Trust of Napa County. These parcels, several designated as "forever wild open space" preserving oak woodlands and grasslands, range in size from 10 to more than a thousand acres.



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## About CSWA

The California Sustainable Winegrowing Alliance (CSWA) is a 501(c)(3) educational nonprofit organization founded in 2003 by Wine Institute and the California Association of Winegrape Growers to expand adoption of sustainable winegrowing practices. The program has broad industry participation with 1,680 winery and vineyard organizations, representing 70% of California's winegrape acreage and 65% of the state's 240 million case shipments, which have evaluated their operations with CSWA's Code of Sustainable Winegrowing Practices workbook.

To expand adoption of sustainable practices, CSWA has held 400 workshops throughout California since its inception. Session topics have included winery water and energy efficiency, soil management, self-assessment of sustainable practices, integrated pest management and more. For information, see: [www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org).

CSWA has twice received the state's top environmental award, the Governor's Environmental and Economic Leadership Award (GEELA).

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