

*At J. Lohr Vineyards & Wines, our commitment to sustainability begins in the vineyards, where the vibrant health of the vines shapes the flavors in our wines.*

In January of 2010, we became one of the first wineries in California to earn the Certified California Sustainable Winegrowing distinction from the California Sustainable Winegrowing Alliance. This important certification is the culmination of a groundbreaking statewide program to establish criteria for sustainable winegrowing practices. Designed to assess environmental stewardship, conservation and socially equitable business standards, we achieved this rigorous certification by meeting a set of 58 prerequisites from the Code of Sustainable Winegrowing Practices Self-Assessment Workbook. To ensure the integrity of the program, our efforts were verified by a third-party auditor.



## RESPECTING NATURE. NURTURING BALANCE.

With an emphasis on protecting air and water quality, promoting water conservation and energy efficiency, reducing pesticide use, and preserving ecosystems, our leading-edge sustainable practices include:

**Solar** We unveiled a 3-acre solar photovoltaic tracking system in 2009—the largest system of its kind in the industry.

**Soil** We grow cover crops between our vineyard rows and in alleyways to increase organic matter and improve water absorption.

**Composting** We compost remaining skins, seeds and stems after processing and recycle this compost back into the vineyards.

**Vineyard Water Conservation** Weather station data, soil moisture sensors and pressure bombs are used to budget water use.

**Reducing Chemical Use** As part of our weed management strategy, we hand-weed our vineyards to reduce the use of herbicides. We've installed owl and songbird boxes as well as bat condominiums in order to curtail unwanted vineyard pests.

**Ecosystem Health** We carefully preserve oak trees and leave native grasses to thrive in hard-to-farm areas, providing habitat for beneficial insects.

**Energy** We participate in PG&E's Peak Day Pricing program in our San Jose winery, shutting down non-essential equipment during regional high energy demand days. In many of our winery buildings, we use motion-sensitive, energy-efficient lighting.

**Winery Water Conservation** Our innovative Paso Robles water conservation program has reduced our water usage by an average of 60% from 2004 through 2014.

**Materials** We use environmentally-friendly solutions to clean our tanks, and use packaging and printed materials made with biodegradable inks and recycled or FSC-certified papers.

**Solid Waste** We have a comprehensive waste diversion program and use centrifuges to reduce diatomaceous earth.

**Human Resources** Our wellness program encourages our employees to live a healthy and active lifestyle.

**Air Quality** We design our farm to minimize the amount of equipment passing through the vineyards and are testing electrical and alternative fuel options.

**Neighbors and Community** We support numerous worthy organizations that focus on the health and well-being of children and families, the advancement of the arts, and wine industry research and education.

*We believe there is no disconnect between conservation and quality, just as there are no shortcuts to rich, vineyard-inspired flavor. This philosophy is informed by Jerry Lohr's six decades of farming experience, and has helped to guide our winery since it was founded in 1972. Today, this philosophy is embraced by a passionate second generation of the Lohr family, who work alongside Jerry and are dedicated to preserving J. Lohr's legacy for decades to come.*

