



# COMMITMENT TO SUSTAINABILITY



## What is sustainability?

Simply defined, sustainability is the responsible long-term commitment of managing natural resources while preserving the health and vitality of our community for the sole purpose of preserving the land and our business for future generations.

### Our Vineyard Practices

**COMPOSTING:** Each harvest we compost all pomace, old grape vines and other vegetative materials. They are ground and aged for a year before being spread on the vineyards to maintain on-going soil and vine health.

**COVER CROPS:** Each fall we seed vineyard rows with cover crops such as yellow mustard, fescue, brome, and vetch, providing protection from soil erosion as well as the introduction of “green manure” for soil health.

**SOIL MANAGEMENT:** Vine rootstocks are matched to specific soil types to minimize soil nutrient depletion; no-till farming is used to help the soil retain carbon and to avoid soil compaction.

**BENEFICIAL INSECTS, RAPTORS & OWLS:** We employ beneficial insects attracted to the variety of native wildflowers, wild mountain blackberries and other plants that are part of Mount Veeder’s natural habitat. These beneficial insects, such as wasps, praying mantises and ladybugs, prey on vineyard pests. Owl boxes and natural raptor roosts are used to control gophers and voles.

**WATER CONSERVATION/DRY FARMING TECHNIQUES:** Careful irrigation practices allow us to control vineyard canopies which ensure small berries and concentrated flavors that yield the highest quality fruit. We allow for many vineyard blocks to be nearly dry-farmed as part of our efforts to conserve water.

**EROSION CONTROL:** Each fall efforts are made to “winterize” our vineyards to prevent erosion. This involves the use of cover crops, straw mulching, installing water bars on roads and maintenance of drainage systems.

### Our Winery Practices

**RECYCLING:** We recycle paper, cans and bottles. Office notepaper and printer paper that is made from at least 30% post-consumer recycled materials are used. Packaging supplies for bottling come in containers that are completely recyclable, including shrink-wrap, cardboard and plastic. Even the plastic backing on the labels is recycled.

**CARBON FOOTPRINT:** By reinitiating estate grown practices, we keep all mountain grapes at our Mount Veeder winery and send our Single Vineyard Napa Valley fruit to our facility in Napa. Truck traffic has been significantly reduced. In-house shipping reduces the carbon footprint even more by shipping orders from our own facility, allowing us to bypass a third-party warehouse.

**WATER CONSERVATION:** We recycle hot water used during barrel washing and bottle line sanitizing that results in a savings of over a half million gallons of water per year. In addition, we encourage employee water conservation practices, continue to monitor our water use and look for innovative ways of implementing other water saving practices.

**ENERGY USE:** Lighting has been updated to reduce energy usage. Cooling systems in production have been upgraded to highly energy efficient systems, reducing energy usage by 20%.

### Environmentally Preferred Packaging

**WINE CASES:** Produced from Kraft (unbleached, natural brown) cardboard to ensure an environmentally friendly and recyclable medium. Kraft cardboard is chlorine-free and has a higher percentage of recycled paper within the board than bleached white board products.

**LABELS:** Inks used for labels and cartons are water-based, not solvent based.

**BOTTLES:** Glass used for our Hess Select Wines have been light-weighted, using lighter glass that reduces carbon emissions from transporting lighter cases. All bottles use up to 55% recycled glass.

**CAPSULES AND CORKS:** Natural corks are biodegradable and renewable. Tin capsules, which are used for all of our Napa Valley wines, are recyclable.