



**SIP**

## **SUSTAINABILITY IN PRACTICE (SIP)<sup>TM</sup> Vineyard Certification Program**

The Sustainability in Practice (SIP)<sup>TM</sup> Vineyard Certification Program provides a comprehensive and verifiable method to authenticate a vineyard's attention to integrated farming practices – a commitment to environmental stewardship, equitable treatment of employees, and economic viability. Developed by the Central Coast Vineyard Team - a non-profit dedicated to sustainable winegrowing since 1994 - this program represents one natural outgrowth of the group's pioneering work.

### **Certification**

In order to qualify for vineyard certification, growers must farm in a way that protects both natural and human resources as outlined in the rules, otherwise known as the Standards. Not only do growers have to achieve and document 40 requirements, but they must earn 75% of the available points through implementing management enhancements to qualify for certification. Finally, an independent inspector verifies a grower's responses and practices through an in-depth records and on-site audit.

### **Comprehensive Standards**

After four years of development, the Standards were independently peer reviewed by environmental, regulatory, and academic representatives. They address several interrelated elements of the farming system. Habitat conservation, energy efficiency, pest management, water conservation, and human resources - these represent just a few themes covered in the program. A big picture with an all encompassing approach, the Standards provide a comprehensive look at the farm in its entirety.

### **Values & Trust**

Growers and winemakers recognize that the care in which the fruit is grown represents one layer of a quality product. They show their dedication by adhering to sustainable farming practices every day and by investing in certification. Customers can show their dedication to these shared values by choosing SIP<sup>TM</sup> Certified wines. The SIP<sup>TM</sup> Certified seal assures that the farmer has completed a process verifying the way the fruit was grown and that wines bearing the seal were made with SIP<sup>TM</sup> Certified fruit.

To learn more about the program, please visit [www.sipthegoodlife.org](http://www.sipthegoodlife.org).

