



PARAISO
VINEYARDS

Paraiso and Sustainable Winegrowing...

Paraiso's Smith family has been "farming for the future" for almost forty years.

Paraiso is a founding member of the Central Coast Vineyard Team and helped "write the book" on sustainable winegrowing.

Paraiso has long been recognized for its commitment to "sustainable" environmental stewardship.

Paraiso was the first vineyard in the Santa Lucia Highlands to be officially certified "sustainable."

Three generations of the Smith family live on the Paraiso vineyard, in daily interaction with their sustainable principles.



Great wines.
Healthy vineyards.

SUSTAINABILITY IN PRACTICE (SiP)[™] Vineyard Certification Program

The Sustainability in Practice (SiP) Vineyard Certification Program provides a comprehensive and verifiable method to authenticate a vineyard's attention to conscientious, 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 identifies, documents, and certifies what it means to be a "sustainable vineyard."

Rigorous Standards

In order to qualify for official certification as a "sustainable vineyard," growers must farm in a way that protects both natural and human resources, as outlined in a detailed set of protocols known as "the Standards." Growers must achieve and document 40 complex requirements and earn at least 75% of the available points, including future improvement. Finally, an independent inspector verifies the grower's responses and practices through an in-depth records and site audit, assessing all elements of the program.

The Big Picture

The SiP Standards addresses many inter-related elements of the whole farm system. Topics such as habitat conservation, energy efficiency, pest management, water and soils conservation and human resources are part of this inclusive, "big picture" approach - involving a vineyard's entire "carbon footprint." The strenuous Standards provide a comprehensive, critical look at a farm in its entirety.

Values & Trust

The growers and wineries show their dedication to sustainable farming practices every day in the vineyard and by investing time and effort in the certification process. Consumers demonstrate their interest in these shared values and sustainable issues by looking for and purchasing SiP Certified wines.



At Paraiso, Sustainable Winegrowing Means...

...a big picture, “total carbon footprint, ever-evolving approach to how we grow our grapes. Carefully examining and improving every aspect of our farming operations, including natural conservation, worker relations, water quality protection, erosion control, habitat restoration, cover crops, and safe and efficient use of soil amendments. Strict adherence to the guidelines and protocols of the SiP Certification process.

A few examples of some of Paraiso’s certified sustainable practices include

Erosion and silt control through the use of “catch basins” to retain storm water for irrigation.

Protection and maintenance of the estate’s natural, designated “Oakwood,” “California Scrub,” and “Annual Grasslands” habitats.

Allowing natural cover crops to flourish by minimal tilling between vine rows.

Water conservation through the use of electronic sensors in vine petioles to precisely target irrigation needs.

Lessening number of tractor passes, soil compaction, fuel use, and emissions by spacing new vineyard blocks to accommodate “overhead” equipment.

Supportive employee relations, including farm worker education and family benefits.

Defining Sustainable Agriculture

The United States Department of Agriculture defines sustainable agriculture as an integrated system of plant and animal production practices that will, over the long term:

- Satisfy human food and fiber needs
- Enhance environmental quality and the natural resource base upon which the agricultural economy depends
- Make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls
- Sustain the economic viability of farm operations
- Enhance the quality of life for farmers and society as a whole

The Sustainability in Practice™ Vineyard Certification Program addresses each of these elements.

Farming Certifications – At a Glance

Consumers have many options when it comes to selecting products bearing an “eco-label”. The following describes the primary aspects of Sustainable, Organic, and Biodynamic certification programs.

Topic of Interest	Sustainability in Practice (SiP)™	USDA-National Organic Program	Biodynamics®
Annual Certification	●	●	●
Biodiversity	●	●	●
Vineyard Management	●	●	●
Soil Conservation	●	●	●
Pest Management	●	●	●
Water Quality	●	●	●
Organic Approved Pesticides	●	●	●
Reduced Risk Synthetic Pesticides*	●		
Water Conservation	●		
Energy Conservation	●		
Air Quality	●		
Social Equity	●		
Continuing Education	●		
Fruit Quality	●		
Economic Viability	●		
GMO Prohibition	n/a for winegrapes	●	●
Homeopathic Remedies			●
Incorporate Forces of Nature			●

* Organic and Biodynamic producers may use synthetic pesticides if approved. Sources: www.vineyardteam.org, www.ams.usda.gov/NOP, www.demeter-usa.org



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