



## A CERTIFIED CALIFORNIA SUSTAINABLE WINERY



*“Sustainability is not the destination – sustainability is the journey.”*

*- Don Wallace, Partner*



### SUSTAINABILITY AT ITS CORE

The land stays preserved in agriculture, people are trained, safe and treated with respect...and the business endures.

### WHAT DOES BEING A SUSTAINABLE WINERY MEAN?

It means we are committed to the triple “E” bottom line approach of being Environmentally Sound, Economically Viable and Socially Equitable.



### ENVIRONMENTAL BENEFITS

- Long term viability of the land and reduced carbon footprint
- Stewardship of habitat friendly projects
- Conservation of natural resources

### ECONOMIC BENEFITS

- Long term viability of the winery
- Long term cost savings
- Improved wine quality

### SOCIAL EQUITY BENEFITS

- Health and well-being of winery employees
- Health and well-being of our neighbors and community
- Enhanced relationships with consumers and tourists through education

*Family Owned and Sustainably Farmed Since 1972*

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A FOURTH GENERATION DESCENDANT OF A CALIFORNIA FARMING FAMILY, Don Wallace has been the driving force working to implement sustainable farming practices at Dry Creek Vineyard. His efforts and direction have established Dry Creek Vineyard as a leader in the sustainability movement in Dry Creek Valley and the industry as a whole.

Our commitment to sustainable agriculture and minimal off-farm consumption is multifaceted. Advancements in viticultural technology go hand-in-hand with respectfully managing our space on this planet. Our ultimate goal is to turn our vineyards over to the third generation in even better condition than they are today.

To do this, we employ a number of strategies. Growing cover crops like clover and bell beans rebuild depleted soil by releasing bound nutrients in the soil, minimizing the need to import fertilizer. Cover crops also reduce erosion because they work as bank stabilizers, attracting beneficial insects that help balance the insect population.



In addition, we use the most state-of-the-art vineyard equipment and strategies available today. From soil mapping and data gathering by way of global-positioning satellites, to analyzing the soil makeup with weather stations to more accurately determine when sulfur applications are necessary, we employ whatever technology we can to make sound vineyard decisions. In 2012, the winery completed installation of solar panels. With solar energy now powering the daily energy needs of the winery, Dry Creek Vineyard's "off grid" approach has taken another step in protecting and preserving our environment.

We are constantly pushing for techniques that will benefit the quality of wine at Dry Creek Vineyard and the quality of our lives and those of future generations. In 2013, the winery was an integral partner with the Sonoma County Water Agency in the Creekside Restoration Project along the Dry Creek. This critical project [www.scwa.ca.gov/drycreek](http://www.scwa.ca.gov/drycreek) will provide a needed habitat for the endangered Coho and Steelhead salmon. Whether it's Regulated Deficit Irrigation (RDI) to conserve water or raptor perches in the vineyard to minimize the rodent population, our goals are always the same: make better wine and create a better place to live and work.