

CALIFORNIA'S CENTRAL COAST

SANTA BARBARA TO MONTEREY

CCM[®]

THE GREEN AWARDS

RECOGNIZING 7 FORWARD THINKING COMPANIES

LIVIN' LOCAVORE

THE ULTIMATE GUIDE TO EATING FRESH

THE BEST LOCAL RESTAURANTS

JEAN-MICHEL COUSTEAU

Ambassador of the Environment





Gregg Hibbits, Mesa Vineyard Mgmt; Kris O'Connor, Central Coast Vineyard Team; Pebble Smith, James Berry Vineyard; Willy Cunha, Sunview Vineyards; and Daryl Salm, Paraiso Vineyards

SIP Program Setting the Standards for Sustainability

The **Central Coast Vineyard Team** (CCVT) has been the cream of the crop in resource conservation for 15 years, but the team's recent **Sustainability in Practice** (SIP) program is giving the Central Coast a fresh taste of their longstanding commitment. Functioning as a verification process to validate responsible farming practices, the recent pilot program provides growers with an established set of guidelines (known as "the standards") that are audited and verified by a third-party. Leaving no vine left unturned, the CCVT had the standards of the SIP program independently reviewed by outside regulatory agencies, environmental groups, and social justice organizations in order to ensure "the content was there." The quality measures blend both natural and human resource components and address many interrelated elements such as habitat conservation, pest management, vineyard management, and social equity. So far, 14 vineyards have received certification, and more than 3,000 acres were certified in 2008.

"Once again, the CCVT is leading the way in helping California vintners implement sustainable agricultural methods," commented judge Hunter Francis. "The new certification systems will do much to educate growers and community members on sustainable vineyard practices."

