



2017 California Green Medal: Sustainable Winegrowing Leadership Awards

Presented By:

California Association of Winegrape Growers
California Sustainable Winegrowing Alliance
Lodi Winegrape Commission
Napa Valley Vintners
Sonoma County Winegrowers
The Vineyard Team
Wine Institute

Recognizing California Vineyards & Wineries Excelling in Sustainability with Four Awards:

- **Leader Award** honors the vineyard and/or winery that best demonstrates the ability to balance the “3 E’s” of sustainability, (Environmentally sound, socially Equitable and Economically viable) and excels in each of these areas.
- **Environment Award** honors the vineyard and/or winery that best demonstrates Environmental Stewardship through maximized environmental benefits from implementing sustainable practices.
- **Community Award** honors the vineyard and/or winery that is a Good Neighbor & Employer using the most innovative practices that enhance relations with employees, neighbors and/or communities.
- **Business Award** honors the vineyard and/or winery that best demonstrates Smart Business through efficiencies, cost savings and innovation from implementing sustainable practices.

Accepting applications now through February 3, 2017

Sponsored By:

Exclusive Media Sponsor – Wine Business Monthly
Silver - CC Wine Caves, Farm Credit Alliance, and Marin Clean Energy
Bronze – Ag Unlimited, SureHarvest, and WM EarthCare

Partners:

El Dorado Wine Grape Growers Association; Fish Friendly Farming; Mendocino County Resource Conservation District; Mendocino WineGrowers, Inc.; Paso Robles Wine Country Alliance; San Luis Obispo Wine Country Association; and Winegrowers of Dry Creek Valley.

Recognition for Award Winners:

In addition to being recognized as a sustainability leader in the California wine industry, award winners will:

- Receive a green medal award and certificate
- Be honored at an awards ceremony in April in Sacramento
- Receive full access to award logo to include in marketing efforts
- Be listed on presenting organizations websites and featured in award communications (widely distributed press releases, e-newsletters, social media, etc.)
- Be featured in a Wine Business Monthly ad
- Be featured in video of award winners and receive a copy for your own use (dependent on sufficient sponsorship)

Eligibility:

- All applicants must be a California vineyard and/or winery.
- All applicants must have participated in a California sustainability program within the past 3 years (e.g. California Green Business Program, California Sustainable Winegrowing Self-Assessment Program, Certified California Sustainable Winegrowing, Fish Friendly Farming, LandSmart, Lodi Rules for Sustainable Winegrowing, Lodi Rules Self-Assessment, Napa Green, Sustainability In Practice Certification, Sustainability In Practice Self-Assessment).

Judging Panel for 2017 Awards:

- Dr. Stephanie Bolton, Sustainable Winegrowing Director, Lodi Winegrape Commission
- David Glancy, Master Sommelier, San Francisco Wine School
- Dr. Lindsey M. Higgins, Assistant Professor in the Agribusiness Department, Cal Poly State University
- Karissa Kruse, President, Sonoma County Winegrowers
- Allison Jordan, Executive Director, California Sustainable Winegrowing Alliance
- Michelle Novi, Industry Relations Manager, Napa Valley Vintners
- Cyril Penn, Editor in Chief, Wine Business Monthly
- Beth Vukmanic Lopez, SIP Certification Manager, The Vineyard Team

Selection Criteria:

The judging panel will consider the following criteria when scoring applications:

- Practices, project(s) and/or initiative(s) demonstrate outstanding achievement in each of the sustainable practice areas relevant to their award category.
- Includes major accomplishments and measureable results.
- Practices, project(s) and/or initiative(s) are innovative and/or unique.
- Clearly articulates why they are deserving of the award and what sets them apart from others.
- Certified to a third-party sustainable winegrowing certification program receives bonus points.
- Provides compelling supporting documentation.
- Demonstrates Excellence in Award Category:
 - Environment Award: Demonstrates maximized environmental benefits.
 - Community Award: Enhances relations with employees, neighbors and/or communities.
 - Business Award: Demonstrates efficiencies and cost savings.
 - Leader Award: Balances multiple objectives of environmental, economic and social goals, and sustainability is clearly integrated into the overall business.

How to Apply:

- Complete an online Application Form (available on website) by February 3, 2017.
- Applicants are encouraged to focus on practices, projects or initiatives that have taken place in the past three years, with a particular emphasis on the past 12 months.
- Any applicants with multiple operations are encouraged to provide a company-wide perspective in application responses.
- Applicants may submit larger supporting document files via DropBox.com, Box.net or similar document sharing sites.
- Contact info@greenmedal.org with any questions.

What is Sustainable Winegrowing?

Sustainable winegrowing is a comprehensive set of practices that are environmentally sound, socially equitable and economically viable. Sustainable winegrowing is being used by winegrape growers and vintners throughout California to grow and make high quality grapes and wine. These sustainable vineyard and winery practices conserve water and energy, maintain healthy soil, protect air and water quality, enhance relations with employees and communities, preserve local ecosystems and wildlife habitat, and improve the economic vitality of vineyards and wineries.