



## CLIF FAMILY WINERY & FARM

### *Moving Towards Sustainability*

#### Our Mission

To craft unique, regional wine and foods using practices that care for the earth; to support growers who use sustainable, organic farming methods; and to contribute to a more vibrant, healthy food community.

#### Our 4 Key Areas of Sustainability

- ❖ **Sustainable Food & Farming:** Source sustainably and organically grown grapes, olives and other ingredients from local and regional farms.
- ❖ **Environmentally Friendly Packaging:** Reduce waste in our packaging by using lighter glass, fewer components and recycled materials whenever possible.
- ❖ **Renewable Energy/Climate Neutral Footprint:** Climate neutralize the energy use from our business.
- ❖ **Meaningful Partnerships:** Support non-profit organizations that promote family farms, conserve wildlife habitat and biodiversity and promote recycling and waste reduction.

#### Reducing our Footprint

***We support growers who practice organic/sustainable/local farming methods.*** Since we purchase most of our grapes from third party growers, we are committed to finding growers that farm organically or meet minimum sustainability requirements. At this time, our wines are currently sourced from approximately 30% CCOF certified organic vineyard sources. We also source all of our fruit regionally with the farthest sourcing coming from Mendocino County.

**Clif Family Farm CCOF certified.** In 2009, Clif Family Farm became certified organic by CCOF. Our commitment to organic farming goes hand-in-hand with our goal to grow food in ways that nurture the land, protect wildlife, and benefit communities and people's health.

***Eliminated packaging waste.*** We recycle our corks in partnership with ReCork America, use recyclable pulp shippers for all of our shipping needs and starting with the 2009 vintage, we will be bottling our Climber series wines in Saint Gobain's new ECO Series lightweight glass, conserving materials and limiting the impact of transportation.

***Offset Carbon Emissions from Business Practices.*** At the end of 2009, we purchased renewable wind energy credits from NativeEnergy to offset our carbon emissions resulting from winemaking, travel, shipping and our office. This will be a total of 101 tons of CO<sub>2</sub> offset, the equivalent of driving an average car in the U.S. 288,000 miles. This purchase will help build the Greensburg Wind Farm in Greensburg Kansas.

***Create Innovate Programs.*** In 2009, we launched Green My Shipment, a simple inexpensive way to help our customers reduce the environmental impact of shipping their purchases from our online store and tasting room. The offsets from this program support NativeEnergy's trucking efficiency project.

***Create meaningful partnerships.*** We have partnered with the California Alliance of Family Farmers (CAFF) and NativeEnergy to form partnerships that will help us achieve our sustainability goals and support long-term sustainability efforts.