



Sustainability at Concannon Vineyard Preserving a Way of Life for Future Generations

Concannon Vineyard blends tradition with innovation in its grape-growing, winemaking and estate management practices. The winery recently completed a 10-year, \$30 million revitalization across vineyards, winery and operations, and in 2010, introduced a new tier of “Conservancy” wines to mark the conservation trust agreements that protect its estate vineyards from future urban development.

This continuum of effort began nearly 130 years ago. Since the winery’s founding in 1883, Concannon has pursued the creation of world-class wines that respect and nurture the natural resources of the Livermore Valley.

Among the winery’s sustainable practices:

Certifications

- In 2009, Concannon Vineyard became one of the first wineries to receive third-party certification from the California Sustainable Winegrowing Alliance’s (CSWA) Certified California Sustainable Winegrowing (CCSW) program. Launched in January 2009, the CCSW program recognizes and fosters best practices in environmental stewardship, conservation of natural resources and socially equitable business management.
- Concannon Vineyard received California Certified Organic Farmers (CCOF) certification in 2011. Many 2010 vintage wines will carry the CCOF label “made with organic grapes.”
- David Kent, CEO, The Wine Group, is an officer and director of Wine Institute where he helped pioneer development of its “Code of Sustainable Winegrowing Practices.” This collection of best practices establishes a set of sustainable standards for all California wineries. Concannon was one of the first 13 wineries to earn certification in the California Sustainable Winegrowers Program.

Conservancy: Once a region of vineyards and ranchlands, the Livermore Valley is now part of the Tri-Valley of the greater San Francisco Bay Area, where residential and commercial interests compete with agriculture. To protect the Valley’s viticultural heritage, Concannon Vineyard set aside 200 acres of estate vineyards in a legal conservation trust that forever protects it against urban development. Concannon Vineyard’s commitment to preserving its legacy is embodied in its tier of Conservancy wines. For the Concannon family, these wines represent the effort to sustain a way of life from generation to generation through its land, heritage and wine-making practices.

Sustainability in the Vineyards:

- **Composting:** After harvest, grape pumice (the skins, pulp and seeds left over after crush) and other vegetative matter are recycled and composted back to the soil. This practice helps replenish the soil for the next growing cycle.
- **Cover Crops:** Cover crops are cultivated between vineyard rows to maintain soil health, retain moisture, and attract beneficial insects.
- **Soil Management:** Well-conditioned, complex soils are crucial for grape-growing, and great care goes into fostering the health of the soil in the vineyards. Varietals are matched to certain soil types based on the varietals’ growing needs and winemaking goals; this practice minimizes soil nutrient depletion.
- **Beneficial Insects & Owls:** Beneficial insects and owls provide natural pest control in the vineyards. Concannon Vineyard uses permanent cover crops that help attract beneficial insects, and has installed owl boxes throughout its estate vineyards.
- **Water Conservation/Dry Farming Techniques:** Soil and vine stress monitoring devices are in place to assure that the minimum amount of water is used and only when needed.



Sustainable Practices in the Winery

- **Recycling:** Concannon Vineyard and its employees are committed to environmentally sound business practices and continually research new and creative ways for the efficient use of resources. "Reduce, Reuse, and Recycle" is the mantra.
Concannon Vineyard recycles all packaging, paper, cans and bottles. Office paper is made from at least 30% post-consumer recycled materials, and some office supplies are made of 100% post-consumer recycled materials. An internal audit of the entire company shows a 75 percent reduction in solid waste stream based on recycling efforts, with an estimated 690,000 lbs (or 346 tons) of waste diverted to recycled materials. During the renovation of the historic tasting room, existing building materials were recycled and/or repurposed whenever possible. The horizontal siding is reclaimed cedar and pillars from the original Concannon building dating back more than 100 years. Vertical redwood siding is from recycled wine tanks. The bricks surrounding the courtyard fountain also come from the original Concannon building. Large barrels have been refurbished for continued use as well.
- **Carbon Footprint:** Concannon Vineyard actively tracks its carbon footprint, develops low carbon products and engages its supply chain to reduce our footprint and clearly support Reduce, Re-use and Recycle which drives down our footprint. Its parent company, The Wine Group is the most carbon and cost efficient winery in the world and continues to provide important industry leadership in this area.
- **Water Conservation:** Concannon Vineyard recently completed a water audit and is in the process of establishing water reduction targets. Water conservation is a top priority and the goal is to use the minimum amount of water necessary in every sector. Source water reduction measures are used in cleaning and sanitation. The minimal amount of water is used for barrel washing versus a full-water flush. We continue to monitor our water uses and look for innovative ways of implementing other water saving practices. A water audit has been completed and steps are being taken to establish our per gallon wine production water reduction targets. We use source water reduction measures in cleaning and sanitation.
- **Energy Management:** As part of its cost and carbon reduction and efficiency measures, Concannon installed a solar system on the rooftop of the new winery building that produces approximately 270,000 kilowatt hours a year, supplying roughly 20 percent of all energy needs (actual measurements are between 15-30% depending on production needs. Energy efficient refrigeration and tank temperature control systems are in place. Computer controlled tanks ensure that unnecessary cooling capacity is not used. All production tanks are insulated or jacketed, which translates into energy savings. Energy efficient HVAC systems meet or exceed local standards. Motors, drives and pumps are all selected for maximum efficiency and minimal energy usage.
Automatic lighting controls provide additional energy savings.
- **Environmentally Preferred Purchasing:** Vendors are evaluated for their sustainable practices and Concannon Vineyard constantly evaluates its own products for packaging reductions.

Sustainability in Wine Packaging

- **Wine Cases:** The majority of wines are shipped in unbleached, chlorine-free cardboard cases. This type of cardboard case has a higher percentage of recycled paper than bleached white cardboard.
- **Labels:** Whenever possible, water-based inks are used for labels and cases. Water-based inks are much more environmentally-friendly than solvent-based inks.
- **Bottles:** Concannon Vineyard recently reduced its carbon footprint by switching to a 19% lighter weight bottle for the Conservancy, Reserve, and Heritage tiers, allowing an increase in cases per truckload, resulting in reduced energy costs.
- **Capsules and Corks:** Concannon Vineyard uses natural corks, which are 100% recyclable, sustainable and renewable. Used in combination with natural cork, Stelvin closures, synthetic corks and tin capsules are also 100% recyclable.