

## Kendall-Jackson Cultivates Sustainable Farming Practices

*We are all becoming increasingly aware of the words “organic”, “green” and “sustainable”. The “green movement” has now hit the hospitality industry, and we are hearing more and more stories of event hosts requesting “green” events. It is important to know your role in our new “green world” and how aspects (or all!) of your business can contribute to this growing market.*

*The wine industry has been focusing on these practices long before it hit the “trend list”. By aligning yourself with vendor partners who create and contribute to “green practices”, you also have a new way to market yourself and the products and services you provide. Read on about Kendall Jackson’s incredible philosophy and commitment to the earth...*

Over the past 25 years, founder Jess Jackson and his family have acquired some of the most desirable and dramatic vineyard land in California. More than half of Kendall-Jackson’s 12,000 acres of estate vineyards are located on mountains, ridges, hillsides, ridges and benches in cool regions within close proximity to the Pacific coastline. These estate vineyards are the backbone of Kendall-Jackson wines.

Long before it came into vogue, the Jackson family made a commitment to serve as stewards of the land. Barbara Banke, Jess Jackson’s wife and co-proprietor, is intimately involved in the company’s commitment to environmentally sensitive winemaking and farming.

To ensure that the next generation inherits a healthy future, the Kendall-Jackson estate vineyards are farmed using the latest in sustainable farming practices. Furthermore, only half of the property owned by the Jackson family is planted to vines; the remaining land is left unplanted to maintain open space and a natural balance on the land.

Below is an overview of Kendall-Jackson’s farming practices. A document similar to this one addressing our winemaking practices and ingredients in our wines can be found at: [www.kj.com](http://www.kj.com).

### **General Farming Practices**

Sustainable agricultural practices are being implemented on our ranches and estate vineyards. We have developed an overall philosophy to “tread lightly on the land.” We gain so much from our vineyards; these sustainability programs are designed to give back to the environment. Practices include:

- ✓ Employ solar-powered weather stations with wireless telemetry to relay data – benefiting water consumption and irrigation needs.
- ✓ Left wildlife corridors uninterrupted in our estate vineyards, allowing wildlife to travel to natural sources of water, shelter and food.
- ✓ Integrated Pest Management – cover crops attract beneficial insects to reduce or eliminate the need for pesticides while replenishing soils naturally with organic matter.
- ✓ Erected raptor roosts and nesting boxes in our vineyards – bringing the return of hawks, raptors and owls for natural rodent control.
- ✓ Collect rainwater through sheet flow reservoirs for water recharging.
- ✓ Drip irrigation to minimize water usage.
- ✓ Ban Methyl Bromide, Simazine, Karnex and Omite pesticides, among the

- first wineries to do so.
- ✓ Exercise natural farming solutions to keep water and the environment cleaner.
  - ✓ Preserved 700 acres of Santa Barbara property for a Tiger Salamander Habitat – a signed agreement with the US Fish & Wildlife Service.
  - ✓ Re-introduced once indigenous Redwood, Madrone and Toyon trees to restore the natural habitat on ranches and seascapes.
  - ✓ Planted 10,000 oak trees between 1996-2007; most came from the Kendall-Jackson Oak Tree Nursery.
  - ✓ Harvest Douglas Fir seeds from our trees and donate to the California Seed Bank for reforestation programs.
  - ✓ Certified Vinwood and Skylane wineries “Green Wineries” as part of the California-state sponsored program.
  - ✓ Practice water conservation and recycling.

### Other “Green” Practices

Kendall-Jackson has implemented a number of practices cited in the Wine Institute’s “Sustainability Code.” Additional “Green” initiatives found in and around our wineries include:

- ✓ **Packaging & Marketing Materials**  
Kendall-Jackson uses post-consumer recycled and recyclable papers in much of its marketing materials. All labels are attached to fully recyclable glass bottles using food-grade glue. Several Kendall-Jackson wines, including the popular Vintner’s Reserve Chardonnay and Sauvignon Blanc, feature a fully-recyclable synthetic cork. Recyclable packaging materials include cardboard wine shippers, in-store promotional displays and all press materials. Efforts are underway to create post-consumer recycled wine labels that use soy-based inks.
- ✓ **Winery Lighting**  
A move is underway to change out the lighting in our warehouses and wineries to a more energy efficient system fluorescent lighting. A detailed report will be made as this happens.

Kendall-Jackson has been recognized and awarded for their sustainable farming practices, including The White House Conference on Cooperative Conservation Award 2005, The United States Environmental Protection Agency Stratospheric Ozone Award 2002, and The California Water Environment Association “Industry of the Year” 2002 Award.



**“If you take care of the land, the land will take care of you”**

**-Jess Jackson**

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at [lynne@beverlyclarkenterprises.com](mailto:lynne@beverlyclarkenterprises.com) and visit our website at [www.beverlyclarktraining.com](http://www.beverlyclarktraining.com)

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