

Sustainable Practices

From the vineyard to the cellar, we are committed to responsible stewardship of the land and our communities. A delicate “hands-on” winemaking approach not only preserves varietal character but also ensures the protection of our environment. Our commitment to preserving and promoting the region’s bounty is reflected in an active support of Oregon’s land use goals, sustainable agricultural and business practices; and a dedication to the wines, foods and products of the pristine Willamette Valley.

The Ponzi family owns and farms 120 acres of LIVE Certified vineyards, the world’s highest standard for sustainable viticulture. Additionally, Ponzi continues to hold long-term contracts with many of the best growers in the region whose vineyards are also certified sustainable. In 2008, the Ponzi family’s new four-level, gravity-flow winemaking facility, was certified by LIVE.

SUSTAINABLE FARMING PROGRAM

ANNUAL COVER CROPS

- Adds nitrogen as well as other nutrients to the soil
- Deters compaction
- Encourages diversity of insects
- Retains water in the soil
- Prevents soil erosion
- Suppresses weeds

UNDER VINE MAINTENANCE

(Roundup is the conventional choice)

- Propane burners
- Hand hoeing

COMBAT MILDEW/BOTRYTIS

- Sulfur sprays
- Any other sprays needed are organically certified options

NUTRITION

- Spray kelp
- Compost with mix of pumice and manure
- Minimal irrigation on young vines

EMPLOYEES

(an important part of the culture of the vineyard)

- High wages
- Full-time employment
- Health care options

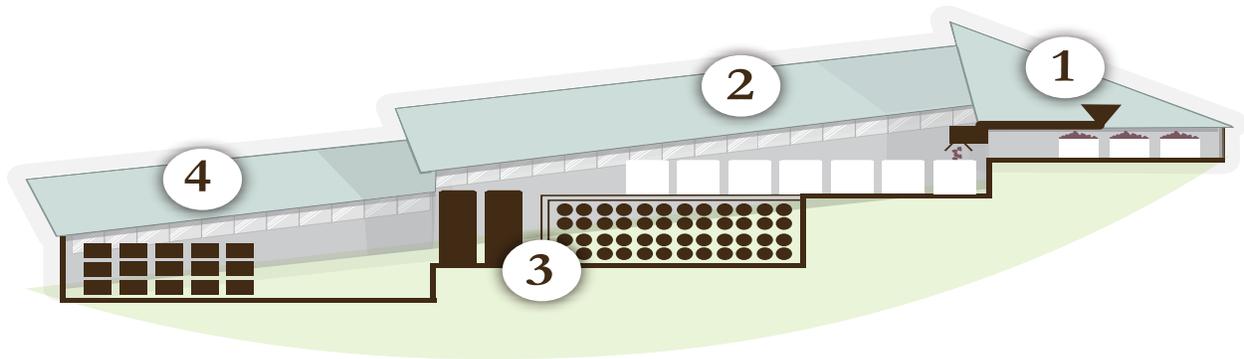
In addition, there is a lot done mechanically and by hand to improve soil health and nutrition to the vine.



OTHER SUSTAINABLE ACTIONS

- Sustainable winery facility & winemaking
- Salmon Safe
- Carbon Reduction Challenge
- Repurposed old buildings
- Non-irrigated vineyards
- Bottle in “eco-friendly” glass
- Integrated pest management
- Prescott Western Bluebird Recovery
- Restored habitat
- Recycling at winery and offices
- Marketing materials printed on recycled paper

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Demand for Oregon Pinot Noir has grown dramatically during the past decades. In order to simultaneously maintain our market and benchmark quality, we've increased slowly, seeking out and developing new prime vineyards, adding space and equipment at the winery. Finally, we admitted the original winery had reached its limit and our most ambitious business adventure began. In Fall 2006, we purchased 42 gorgeous acres nestled in the Chehalem Mountains and set our sights on the future.

Twenty acres were immediately planted and plans initiated for the construction of a new winery, *Collina del Sogno*. The site sits on the sloping mountainside with panoramic views offering sight lines to all Ponzi vineyard properties. Our new vineyard, Avellana, surrounds the winery.

The production facility is the realization of our dream. It is state-of-the-art, both in winemaking function and environmental design. Dick and Luisa collaborated, bringing their collective insights and years of winemaking experience to the four-level, gravity-flow facility. With 30,000 square feet and a 50,000 case capacity, there finally is plenty of room to work and grow.

WINEMAKING/WINERY FEATURES

Gravity flow winemaking process
Waste & storm water reused for irrigation
Indirect natural lighting
Energy efficient fluorescent lights
Reflective zinc-alum metal roof

Solar panels
80% of building is buried to maintain cool temperatures
Cool evening air used for natural ventilation
Landscaping features drought resistant native plant species