

Welcome Package 2024



Sustainability In Practice (SIP) Certified

Welcome to SIP Certified!

You are now a member of the gold standard certification program for sustainable vineyards and wineries.

SIP Certified is the strictest program of its kind to assess the environmental and social sustainability of vineyards and wineries. With 120 non-negotiable standards that touch every level of the business, **your achievement distinguishes your brand in the market.**

This document outlines tools, resources, and support services that are available to you so you can get the most out of your SIP Certified status.

Manage Your Certification

SIP Certified is the most rigorous sustainability program in the wine industry. Staying on top of your certification is crucial for success – and we're dedicated to providing you with the tools you need!

Market Your Sustainability

Share your achievement with you staff, guests, audiences, and the trade. Use these tools and educational resources to help communicate your SIP Certified sustainable status.

Resources

Want to keep up to date with the latest in sustainable winegrowing but don't know where to start? Check out resources from our parent company, [Vineyard Team](#), a nonprofit organization that has been dedicated to sustainable winegrowing since 1994.

Congratulations on your achievement! And thank you for supporting sustainable winegrowing.

Reach out to [SIP Certified staff](#) any time with questions or feedback.

Sustainably Yours,

A handwritten signature in black ink, appearing to read "Beth Vukmanic".

Beth Vukmanic
Executive Director, Vineyard Team

TABLE OF CONTENTS

Manage Your Certification	3
2024 Program Timeline	3
Program Documents	3
Database	3
Tutorials.....	4
Stay Up to Date.....	4
Member Tips	4
Calendar Integration	4
Year at-a-Glance Calendar.....	4
Market Your Sustainability.....	5
Training Materials for Your Staff	5
Book a Free, Live Training	5
Free, 30-Minute Online Course.....	5
Worksheet: Our Sustainable Story	6
Marketing Tips	8
Marketing Tips eNewsletter.....	8
Marketing Tip Monday Podcast	8
In the Tasting Room.....	8
Table Sign	8
Window Decals.....	9
Property Sign	9
POS Materials	9
ReSIProcal February.....	10
Certify Your Wines.....	10
Downloadable Images & GIPHYs	10
Logos	11
GIPHYs	11
Resources	12
SIP Certified Member Resources	12
Classifieds	12
Sustainable Winegrowing Education.....	12
Sustainable Winegrowing Podcast.....	12
Online Courses	12
Tailgate Meetings.....	13
Sustainable Ag Expo	13
Become a Vineyard Team Member	13
Contact Us.....	13

Manage Your Certification

2024 Program Timeline

SIP Certified runs on an annual cycle from December 1 of the previous year through November 30 of the certification year. For example, if you are getting SIP Certified for 2024, your documents must reflect practices that took place from December 1, 2023 through November 30, 2024.

The 2024 program timeline is as follows:

- March 15 – July 15 | Complete inspections
- July 15 | Inspections are due
- Early August | Committee votes on Eligibility
- Mid-August | Notification of Eligibility, and Invoicing
- September 20 | Invoice payments due
 - Certification is finalized upon invoice payment
 - *Please make checks payable to Vineyard Team*
- December 1 | Renewals for SIP Certified 2025 are due
- December 5 | Year-Ends are due
 - Vineyards:
 - 9.1.2 Pesticide Use Reports (June/July – November)
 - Chapter 14: Year-End Water and Nitrogen Use Reports
 - Wineries:
 - 11.3.4 Noise Testing (every 3 years)

Program Documents

All current-year program documents can be found at <https://app.sipcertified.org/preview/docs>:

- Full Standards – All questions for the current year, regardless of property or inspection type.
- Required Questions Only – As above, but excludes Management Enhancements.
- Prohibited Materials List – Materials that cannot be used on certified vineyard acres.
- Program Instructions – Timeline and Inspection types.
- Information Package – Guidelines, rules, applications, and agreements.
- Style Guide – Guidelines for use of SIP Certified trademarks and branding.
- And more.

Database

The SIP Certified database (<https://app.sipcertified.org>) is your hub for all things certification:

- Complete the Standards.

- Schedule your inspection.
- View and download your certification documents.
- Update your Property.

Tutorials

The [SIP Certified Database YouTube playlist](#) provides step-by-step video tutorials for everything you need to do in the database to manage your certification.

Reach out to [SIP Certified staff](#) if you would like to have a live video call to go through the database together.

Stay Up to Date

Member Tips

Every first and third Thursday of each month, the SIP Certified Member Tips eNewsletter delivers due date reminders, certification tips, educational resources, and more.

[Get the Member Tips eNewsletter.](#)

Calendar Integration

Integrate the SIP Certified Google calendar so due dates and reminders are automatically added to your calendar.

Follow [this link](#) and click "+GoogleCalendar" on the bottom right to add to your calendar.

Year at-a-Glance Calendar

The Year at-a-Glance calendar is a one-page PDF calendar of all of the important SIP Certified due dates, and provides recommendations for which chapters to work on each month.

Download and print the [Year at-a-Glance calendar](#) and keep it somewhere handy!

Market Your Sustainability

Training Materials for Your Staff

Does your staff know what it means to be SIP Certified sustainable?

Sustainability is being talked about more and more these days, but we often hear from our members that they don't always know how to [communicate sustainability effectively](#).

When it comes to [customers](#), while 7 out of 10 US adults prioritize purchasing food with a sustainability component, one-fourth of these individuals can't actually *articulate* sustainability.

The good news is, research shows that **understanding what makes a wine sustainable can [increase sales!](#)**

Book a Free, Live Training

SIP Certified staff will come lead a sustainability training with your team!

Since this training was created to be specific to your brand, we encourage you to invite your viticulturalist, winemaker, general manager, and anyone else who is familiar with your production practices.

This training is perfect for any [customer-facing role](#). Sales, marketing, and hospitality staff can all benefit from being able to tell your customers what it means to be sustainable.

Free, 30-Minute Online Course

This simple yet powerful online course will help your team:

- **Learn** what sustainability really means in the wine industry.
- **Identify** 7 specific ways YOUR brand practices sustainability.
- **Share** this knowledge with your customers to increase sales.

Three ways to use the online course:

1. Train the Whole Team

Grab the worksheet (below), put the online course on a screen, and go through the training together.

2. Onboarding

Add the course and worksheet (below) to our onboarding procedure to help familiarize your new staff with your brand's values.

3. Remote Staff Training

Share the worksheet (below) with your team, sign in to your virtual meeting platform, share your screen, and watch the course together.



Worksheet: Our Sustainable Story

Research shows that authentic storytelling can help you sell more wine ([check out Episode 161 of the Sustainable Winegrowing podcast](#)), we want to help you share your story with your staff and customers! As a SIP Certified member, your business embodies the program's 7 values, listed below.

Fill out this worksheet to capture examples of what sustainability looks like for your brand. Then, use your Sustainable Story to train your staff, create a memorable tasting experience, and maximize sales and brand loyalty.

1. Social Responsibility

Ex: Since the year 2017, Vina Robles has partnered with local nonprofit organizations to plant trees with the proceeds from every bottle of the Arborist that is sold. They have planted over 33k trees!

2. Water Management

Ex: Shale Oak winery designed their tasting room and winery to capture rainwater, which is stored in five 100k-gallon water cisterns on their property. This water is used throughout the year to deficit irrigate their vineyard and maintain their landscaping.

3. Safe Pest Management

Ex: At Wolff Vineyards, PVC pipes are used to deliver water and nutrients directly to deeply-planted roots 3-feet underground. This means that native and noxious weeds with shallow roots can't access these resources, so his vineyard has fewer weeds to manage!

4. Energy Efficiency

Ex: Over the years, Center of Effort has made many changes to reduce energy in the winery, and allow them to become fully powered by their solar farm! These changes include energy time-of-use adjustments on heavy energy usage equipment, implementing night-air cooling, investing in a small chiller, and addressing insulation losses.

5. Habitat

Ex: Maverick Farming has improved their soil health, increased the presence of beneficial insects, established native grasses, improved root-growth, increased vine health, and saved money – all by reducing tillage in select vineyard blocks!

6. Business

Ex: The whole team at Niner Wine Estates is dedicated to bettering their community. Staff cook meals for the food insecure, each team member gets to allocate \$2,000 of donation money to the charity of their choice, and the company matches all personal donations.

7. Always Evolving

Ex: Talley Vineyards believes in supporting all of their employees in their professional development. New skills training for agriculture and leadership are provided in both English and Spanish so every worker has the opportunity to grow. Employees attend educational events and are offered training when they express interest in learning a new skill.

Marketing Tips

Marketing Tips eNewsletter

Every second and fourth Thursday of each month, the SIP Certified Marketing Tips eNewsletter delivers tips for you to share your message of sustainability across your marketing and communications channels, staff training tools, sustainability stats, and more.

[Get the Marketing Tips eNewsletter.](#)

[View past Marketing Tips.](#)

Marketing Tip Monday Podcast

We also share these Marketing Tips in the [Sustainable Winegrowing podcast!](#) Tune in every-other Monday for the latest Marketing Tip Monday episode. You can find us anywhere you enjoy podcasts.

In the Tasting Room

Table Sign

These table signs feature the 7 Values of SIP Certified on the front, and a QR code to read a monthly Sustainable Story on the back:



[Click here](#) to download yours.

Window Decals

SIP Certified logo decals for your tasting room window let guests know that your wine was made with certified sustainable fruit.

Circular window decals come in two sizes: 3" diameter and 6" diameter.

Reach out to [SIP Certified staff](#) to order yours.

Property Sign

First-year applicants receive a double-sided, aluminum, SIP Certified property sign.



Additional signs can be ordered for \$50 each.

Reach out to [SIP Certified staff](#) to order more signs.

POS Materials

Wine bottle neck tags, retail displays, owl cards, and case sleeves are part of your membership perks. Order yours through the [SIP Shop](#).

- Production takes 7 – 10 days.
- Materials are available for a limited time on a first come, first served basis.
- We drop ship, so you can place an order for each shipping location.



Case Sleeve (4 pack)



Owl Case Card



Owl Large Sign



Owl Postcard 6.5x8.4"



Necker 2.5" x 5.5"

ReSIProcal February

ReSIProcal February is an opportunity for tasting rooms that pour SIP Certified brands to **attract guests during this historically slow month.**

During the entire month of February, **participating brands' wine club members can claim two (2) complimentary tastings at any participating SIP Certified tasting room.**

When you join, your tasting location is added to the Event page and Tasting Map so tasters know to give your location a visit.

Tasters may redeem their tastings by presenting a postcard or a "Two (2) Complimentary Tastings" email to tasting room staff.

ReSIProcal February participation sign-ups start in September. Keep an eye on the Member Tips and Marketing Tips [eNewsletters](#), the [Info Hub](#), and our [Facebook](#) and [Instagram](#) for the announcement.

Certify Your Wines

Any wine made with at least 85% SIP Certified fruit (estate or purchased) can add the logo or verbiage to its label.

SIP Certified Wine Applications can be submitted before or after the applied-for wines have been bottled.

[Click here](#) to learn how to certify your wines.

Downloadable Images & GIPHYs

Add SIP Certified logos and GIPHYs to your website, newsletters, and more.

To download the logos and GIPHYs:

- Click to view on the web
- Right click anywhere on the page
- Select "Save As"
- Save to your computer

Logos



Green Logo



Black Logo



White Logo



GIPHYs



Babydoll Sheep



Falling Grapes



Owl Blink



Logo Fade



SIP Your Best Life



Wine Bottle

Resources

SIP Certified Member Resources

You can find many of the resources detailed in this Welcome Package and more on the Member Resources page of our website: <https://sipcertified.org/member-resources>

Classifieds

The SIP Certified Classifieds (<https://www.sipcertified.org/classifieds/>) makes it easy to buy and sell sustainably produced grapes and wine.

We often get calls and emails from brands looking for SIP Certified grapes and wine, so we developed a free, easy-to-use Classified section on our website where members can post their products, and buyers can easily find them.

[Click here](#) to learn how to use the tool.

Sustainable Winegrowing Education

SIP Certified is a program of [Vineyard Team](#), a nonprofit dedicated to sustainable winegrowing for 30 years.

Vineyard Team is dedicated to providing you with the latest sustainable farming practices through field demonstrations, expert presentations, research, and grower-to-grower networking.

Check out these free sustainable winegrowing educational resources.

Sustainable Winegrowing Podcast

The [Sustainable Winegrowing podcast](#) brings you the latest science and research for the wine industry from the world's top experts and experienced growers. In the time it takes to drive from one vineyard to another, you can listen to in-depth technical information on topics like integrated pest management, fruit quality, water conservation, and nutrient management.

Find us on our website, or anywhere you enjoy podcasts.

Online Courses

Learn the latest science-based practices on demand, and on your schedule. Many courses offer DPR and CCA Continuing Education (CE) hours.

All online courses count toward your Continuing Education hour requirements in Standard 12.1.1.

[Click here](#) to browse and take courses.

Tailgate Meetings

In-person educational events (field demonstrations and discussions) where we go out to a property to hear from experts and growers on a given topic. Topics range from irrigation to pest management, soil health, safety training, and more.

They are casual events, typically lasting 1 to 2 hours, where growers have the opportunity to join the conversation and talk directly with presenters to learn how to adopt sustainable farming practices in their vineyards.

Admission is free for [Vineyard Team Members](#), and \$30 for non-members.

[Click here](#) to see upcoming events.

Sustainable Ag Expo

Sustainable Ag Expo 2025 | Nov. 12 & 13, 2024 | San Luis Obispo, CA

The Sustainable Ag Expo is a multi-day seminar and tradeshow that provides an opportunity for farmers, ag professionals, and pest control advisors to learn about the latest in farming research, resource issues, and business trends related to sustainable agriculture.

Attendees have the opportunity to attend in-person seminars led by top experts in the field of agricultural business, and experienced growers who have confronted challenges and attained successes in viticulture.

[Click here](#) to learn more and register ([Vineyard Team Members](#) get discounted tickets!).

Become a Vineyard Team Member

Since you're a member of SIP Certified, you may be interested in what our parent company, [Vineyard Team](#), has to offer sustainable winegrowers like you.

Vineyard Team is a non-profit organization that has been a leader in sustainable winegrowing education and advocacy for 30 years. We're a collective voice for the industry, bringing together regulators, community members, and experts to make the latest sustainable practices accessible to all.

[Click here](#) to learn about the **education and networking opportunities** Vineyard Team membership gives you.

Contact Us

Contact SIP Certified staff with questions or feedback.

Whitney Brownie, SIP Certified Coordinator | whitney@vineyardteam.org | 805-464-4850