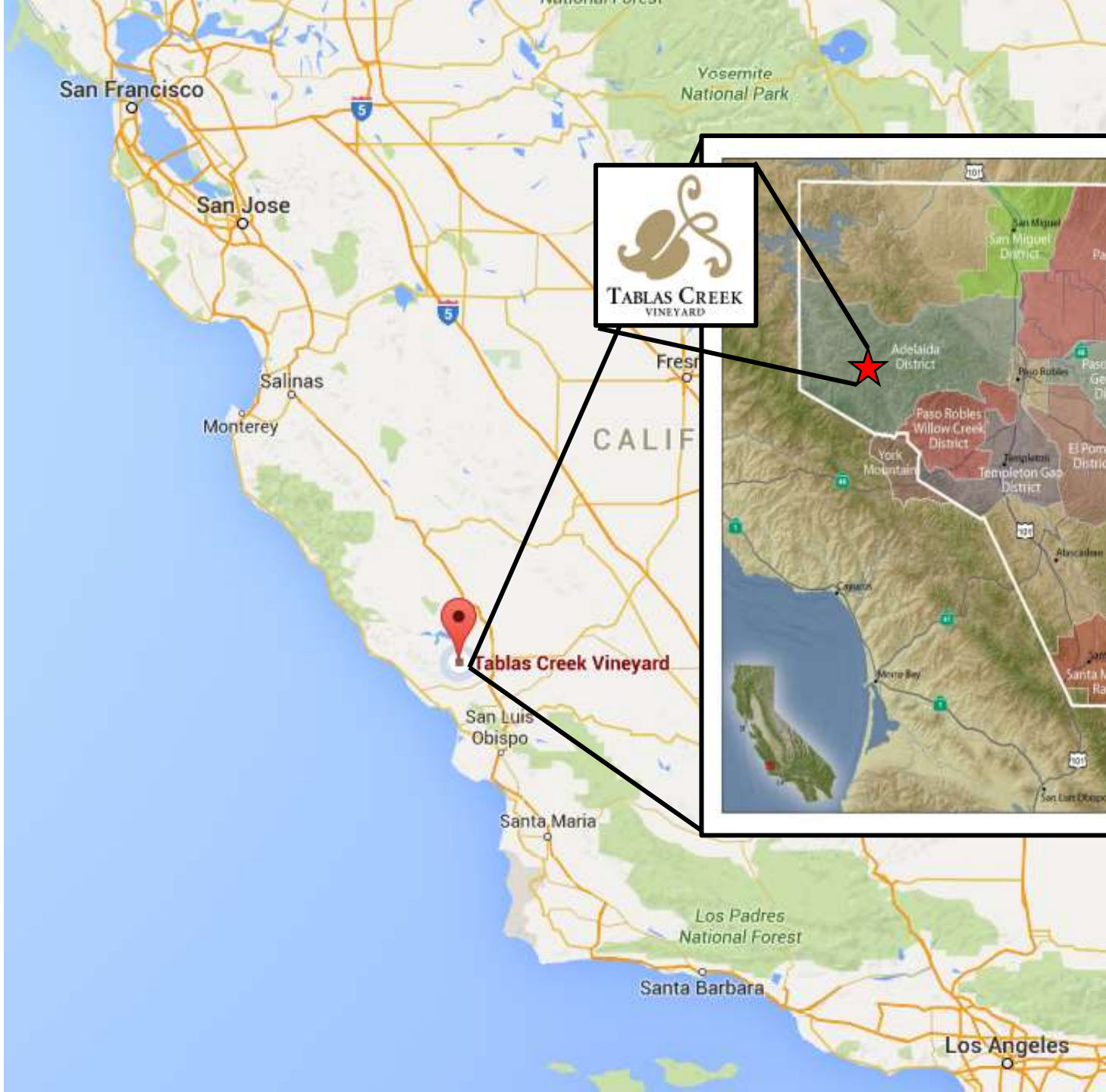


*Tablas Creek
Vineyard*

9 yards

Domaine de
Beaucastel

9009 km.











“FROM THE GROUND UP”

*REGENERATIVE FARMING AND A SUSTAINABLE BUSINESS
MODEL AT TABLAS CREEK VINEYARD*



- Certified Organic 2003
- Certified Biodynamic 2017
- Regenerative Organic Certified™ 2020

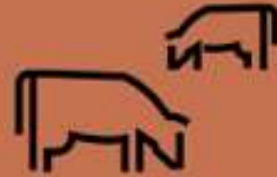


INTRODUCTION TO REGENERATIVE AGRICULTURE



Soil Health

- Builds soil organic matter
- Conservation tillage
- Cover crops
- Crop rotations
- No GMOs or gene editing
- No soilless systems
- No synthetic inputs
- Promotes biodiversity
- Rotational grazing



Animal Welfare

- Freedom from discomfort
- Freedom from fear & distress
- Freedom from hunger
- Freedom from pain, injury or disease
- Freedom to express normal behavior
- Grass-fed/pasture-raised
- Limited transport
- No CAFOs



Social Fairness

- Fair payments for farmers
- Good working conditions
- Living wages
- Capacity building
- Freedom of association
- Democratic organizations
- Long term commitments
- No forced labor
- Transparency and accountability

SOIL HEALTH



ANIMAL WELFARE

The Five Freedoms of Animal Welfare

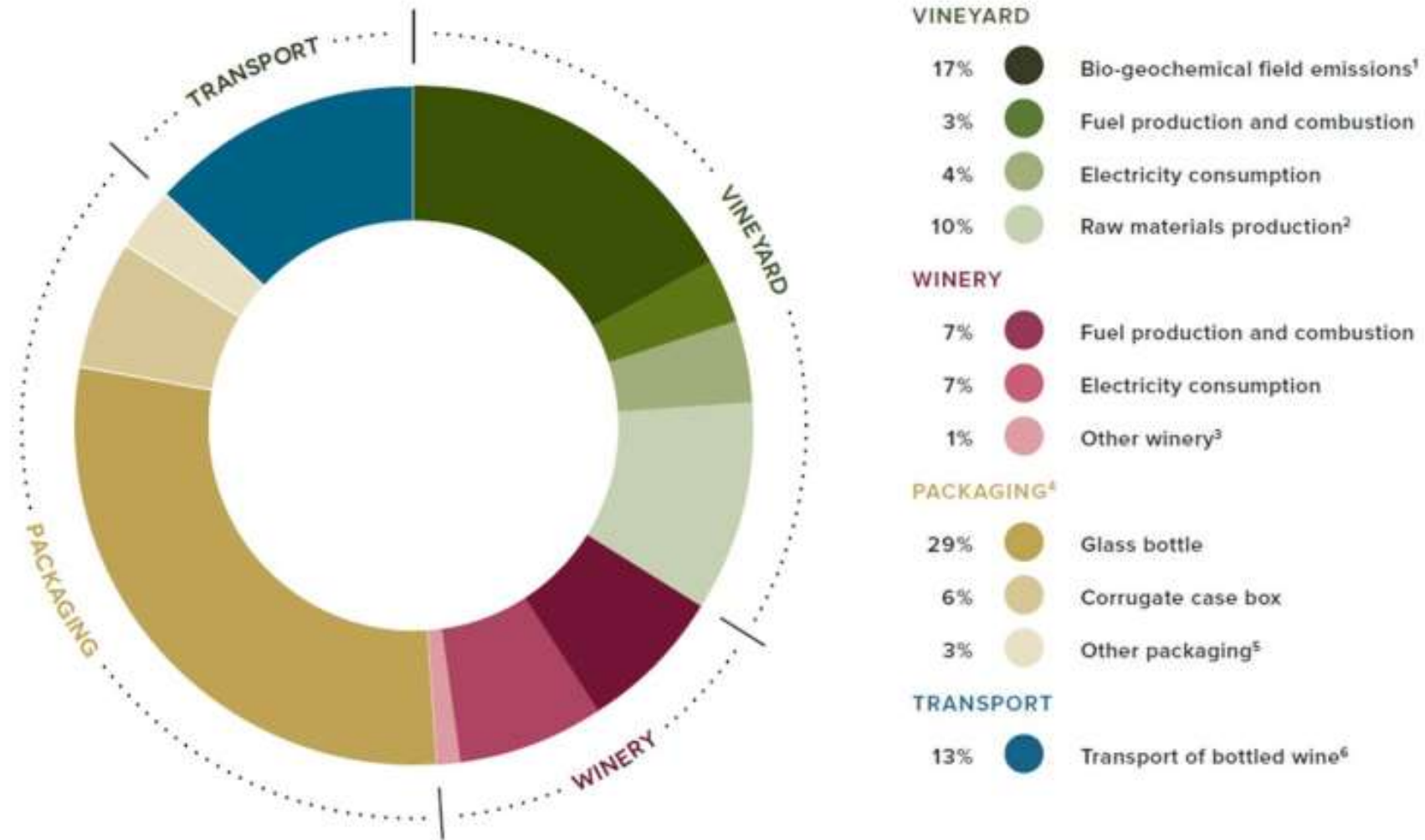
- Freedom from hunger or thirst
- Freedom from discomfort
- Freedom from pain, injury, or disease
- Freedom to express normal behavior
- Freedom from fear and distress

FARMWORKER FAIRNESS



INVEST WHERE IT MATTERS MOST

FIGURE 1 Relative impacts for the carbon footprint of packaged wine, cradle-to-retail gate



LIGHTWEIGHT GLASS – A GREAT FIRST STEP

- In 2010 we moved to lightweight bottles (16.5 oz)
- Reduced case weight by 26% and total glass weight by 45 tons/year
 - Reduced packaging CO2 footprint by 12% vs. our regular bottle and 32% vs. our heavy bottle
 - Savings on glass and shipping are real: for us \$160,000/year (\$2.2 million in 14 years)



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BOXES – SEEM PROMISING

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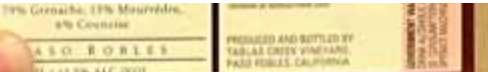


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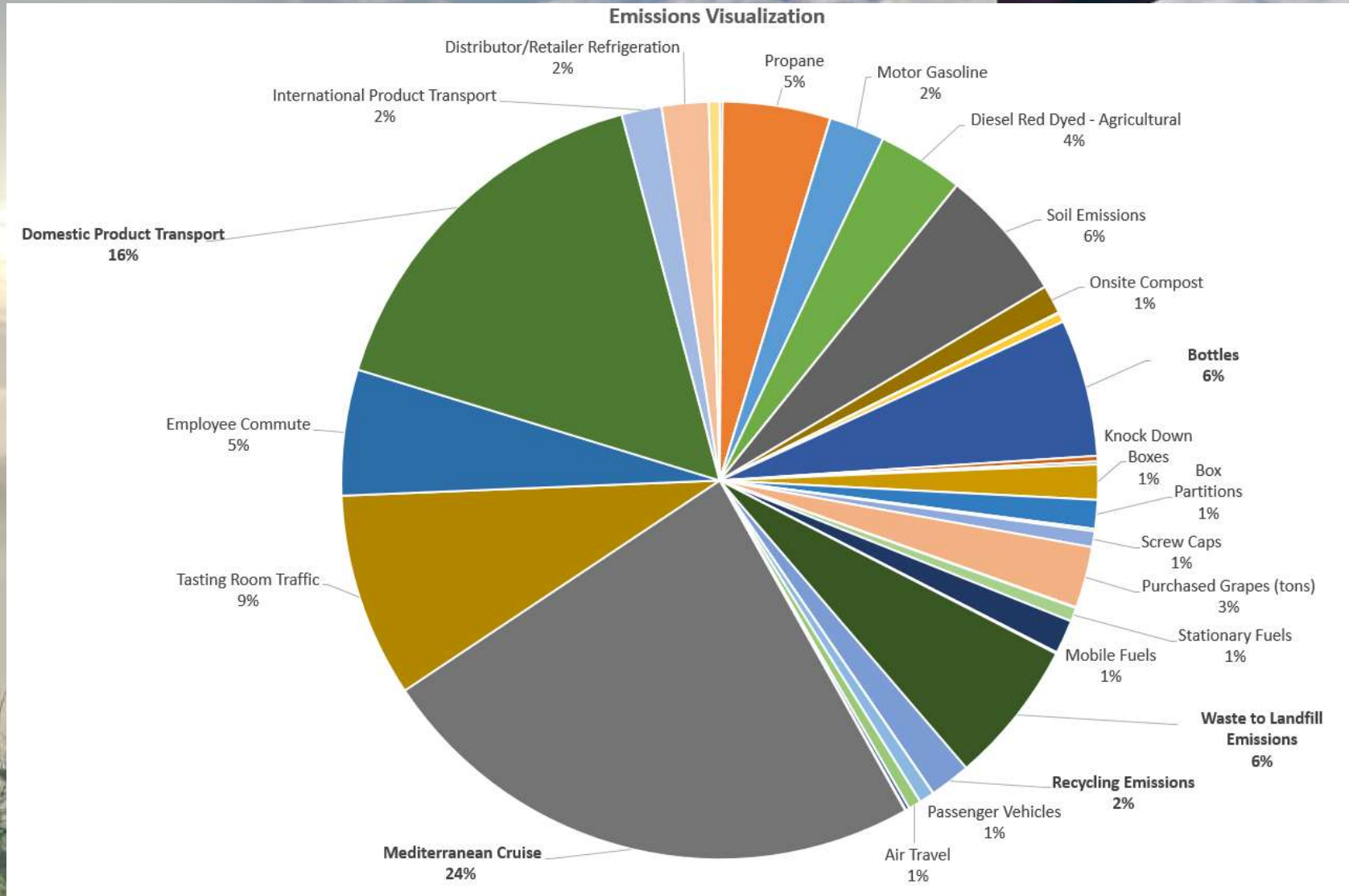
3



RESOURCE CONSERVATION



NEXT TARGETS



Conclusions

- Customers want to be inspired by the choices of companies they support and the media is excited to write about advances in sustainability
- The tools to communicate are easy and cheap
- There are real monetary savings as well
- An investment to quantify your footprint pays off fast
- Make sustainability everyone's responsibility
- Don't let how much there is to do keep you from getting started

Thank you!

