

OUR SUSTAINABILITY VISION

WHAT IS SUSTAINABILITY?

We like to say sustainability ultimately comes down to this: Make it better, leave it better.

This not only reflects the wine we're trying to make, but also the world we're trying to leave behind.

Sustainability in the wine industry is not only about producing higher quality wine, but also about ensuring the health of the environment, supporting local communities, and responding to global challenges such as climate change. Our vision is a holistic approach that aims to balance economic, social, and environmental factors for the benefit of current and future generations.

If we've learned one thing about being responsible stewards of this land for the last six generations our family has been here, it's that it requires constant innovation and action throughout the whole process all the way from dirt to glass. From our solar panels to recycling to our irrigation system, to our Regenerative Organic (ROC) certification, a glass of GB wine supports a healthier, happier, more sustainable world for us all. (And the fact that the wine tastes better is just a bonus!)

CURRENT CERTIFICATION STATUS

Pending certification:



Current certifications:



WHAT DOES THIS MEAN FOR OUR WINES?

- Our 2022 Estate wines are made with organic grapes
- Our 2023 Estate wines are currently pending ROC certification, made with organic grapes, and the back labels will include CCOF and ROC labels.

WHAT DOES IT MEAN TO FARM REGENERATIVE ORGANIC?

Regenerative organic agriculture is a collection of practices that focus on regenerating soil health and the full farm ecosystem including soil health, animal welfare, and fairness for farmers & workers. It is recognized by the Regenerative Organic Alliance (ROA).

In the vineyards, our organic farming practices include the introduction of beneficial predators, from owls and bluebirds to beetles and mites, and intensive pest monitoring allows us to minimize the use of pesticides and herbicides. Cover crops contribute vital diversity and nutrition to the soils, and we utilize organic compounds whenever inputs (such as sprays) are needed.

Our grazing crew includes goats, sheep, donkeys and cows, who assist in the buildup of soil health as well as help with fire mitigation with dry brush in our native landscape. The sheep are taken care of by our livestock guardian dogs, Bert and Reynolds.

ROC PILLARS

**Soil
health**



**Animal
welfare**



**Social
fairness**



“ROC has become a framework for us to lean into because it represents fundamentally what we’ve been trying to do here for the last 165 years. You can’t have a family business for six generations and not function sustainably.”

–Jeff Bundschu, President and CEO

This is just the beginning of our regenerative pursuit to continue our legacy, to learn more, visit gunbun.com/sustainability

