



# COMMITMENT. to REGENERATE

Certified



Corporation

## NOTHING WORTHWHILE IS EVER EASY

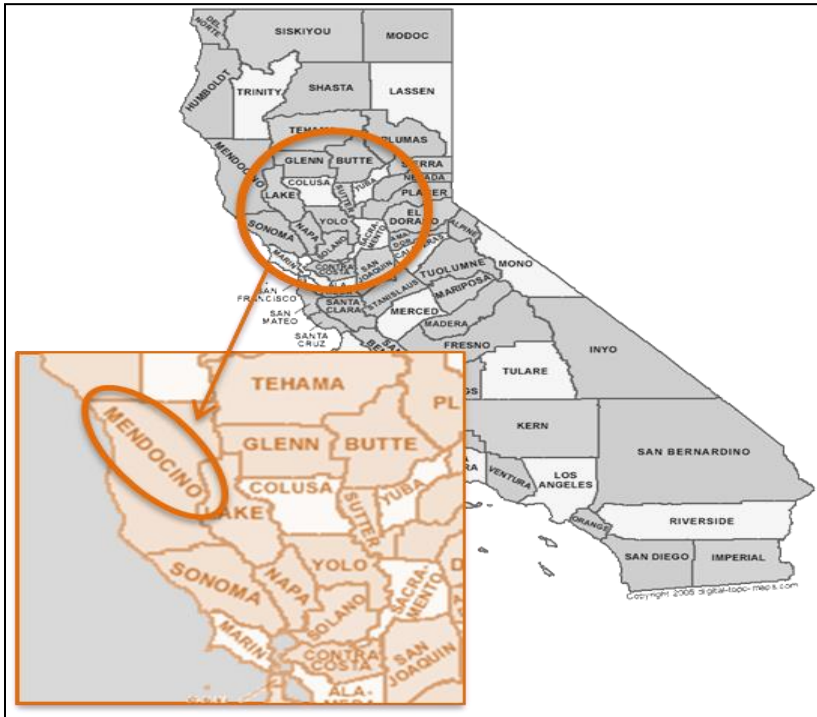
Most people take the easy route. Barney Fetzer had other ideas. Pioneering earth-friendly winemaking long before it was a buzzword, Fetzer Vineyards continues Barney's legacy of hard work, radical thinking and wines that make a difference.

**Josh Prigge, Director of Regenerative Development**  
[josh.prigge@fetzer.com](mailto:josh.prigge@fetzer.com)

FETZER VINEYARDS.  
— SINCE 1968 CALIFORNIA —



# Where? Mendocino County



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# 2017 FETZER VINEYARDS PORTFOLIO



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— SINCE 1968 CALIFORNIA —





# Pioneers in Sustainability



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Fetzer Vineyards is one of the **largest organic grower** of winegrapes in the U.S., certified by California Certified Organic Farmers (CCOF).





# Regenerative Agriculture Practices



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*Bonterra*<sup>®</sup>  
ORGANIC VINEYARDS

AMERICAN  
WINERY OF THE YEAR

*Bonterra*<sup>®</sup>  
ORGANIC VINEYARDS

WINE ENTHUSIAST  
WINE STAR  
AWARDS  
2016





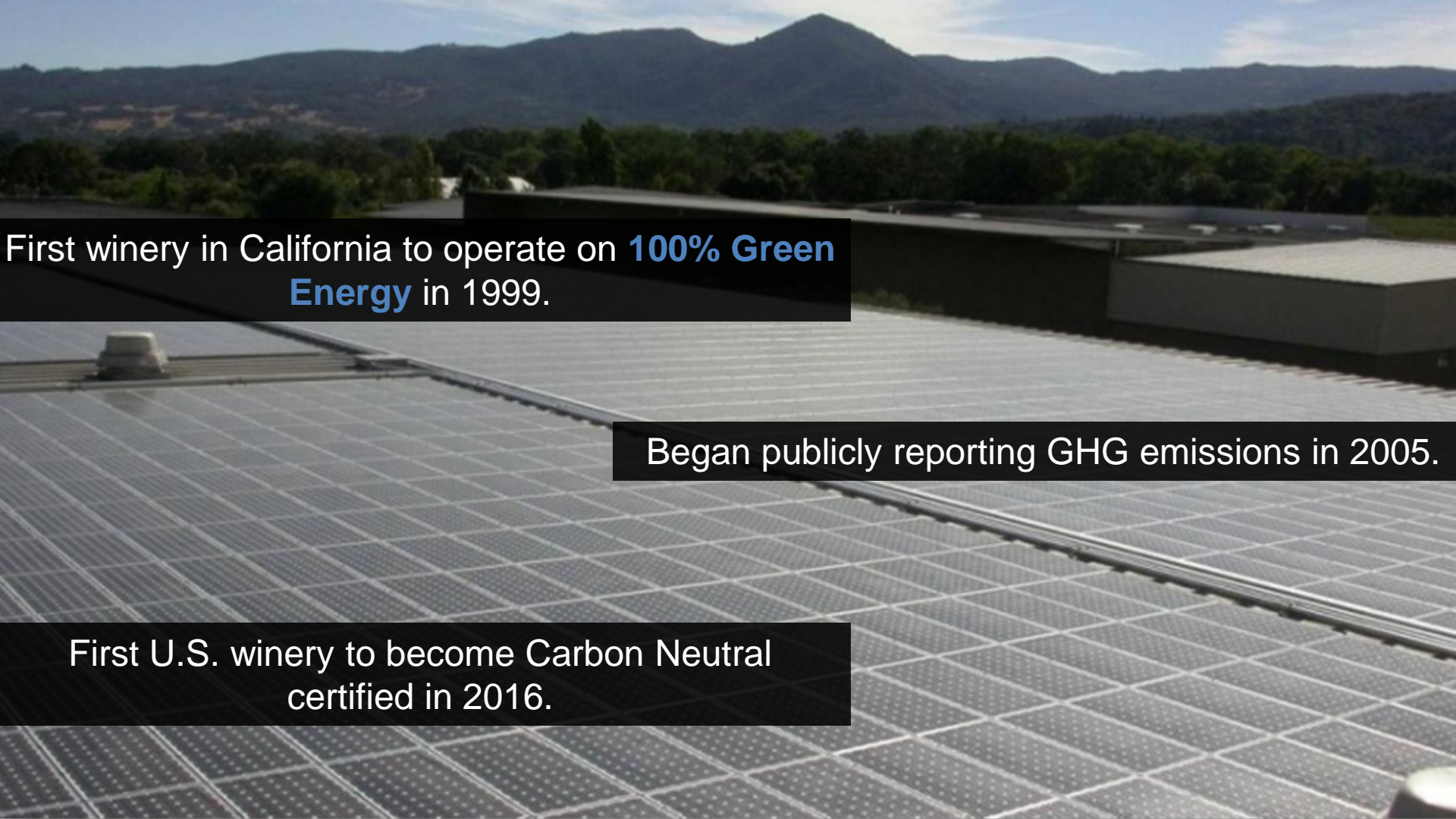
Fetzer Vineyards has been tracking and reducing waste **since 1990**.

In 2016, we **diverted 99.2%** of all waste from the landfill.

First wine company to achieve Zero Waste certification (October 2014).







First winery in California to operate on **100% Green Energy** in 1999.

Began publicly reporting GHG emissions in 2005.

First U.S. winery to become Carbon Neutral certified in 2016.

FETZER

REBELS SINCE 1968



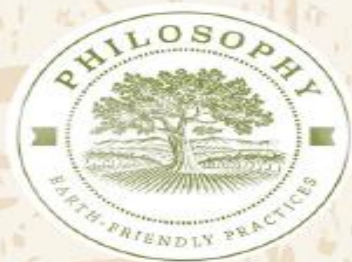
# Can **Worms** Help Us Treat Water?

# YES!



We're restoring our wastewater

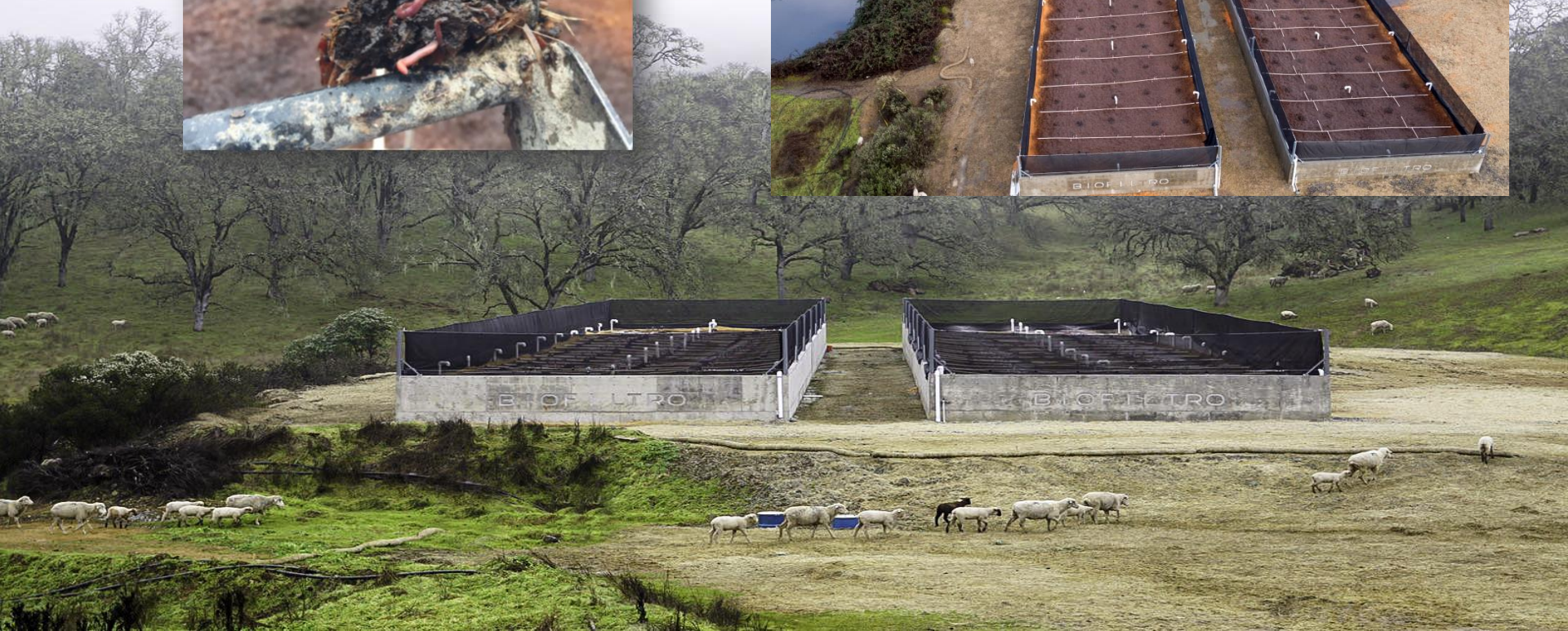
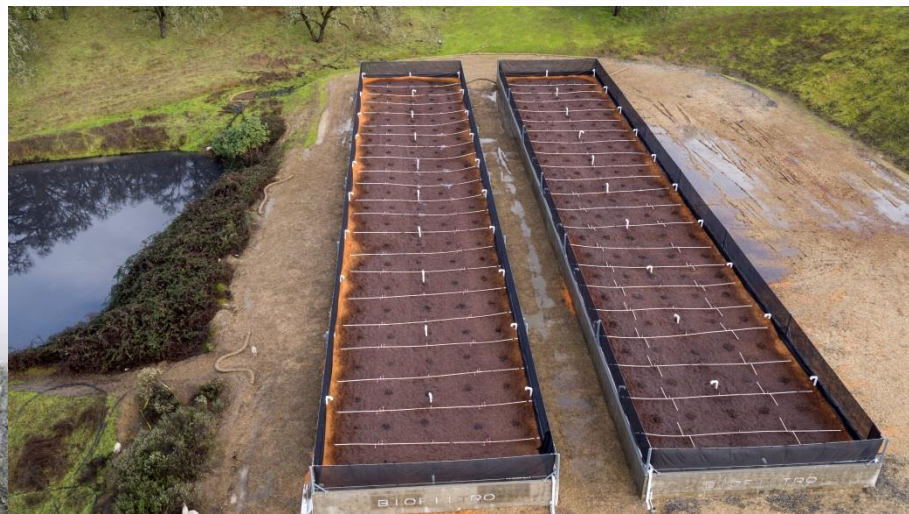
**85%** **more**  
**efficiently**  
than the usual way, using worms.



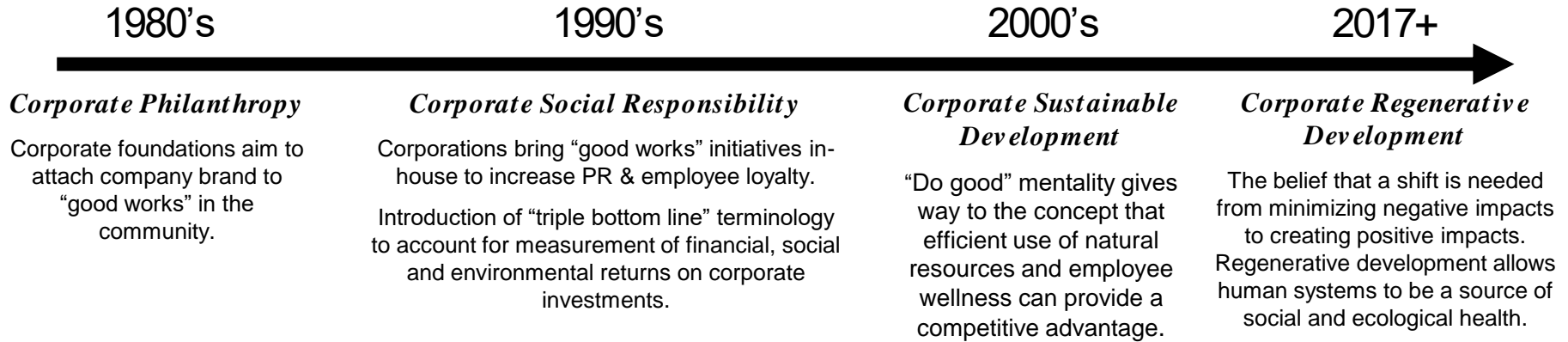
Red worms and microbes remove potential contaminants from wastewater in a natural, regenerative process that uses only a tiny fraction of the energy required for traditional treatment practices. With this process, we'll naturally treat some

**15 million gallons**  
**of water each year,**  
with **big** gains in energy efficiency!





# **SUSTAINABLE DEVELOPMENT** is about minimizing the negative impacts of doing business...



# **REGENERATIVE DEVELOPMENT** is about eliminating the negative impacts of doing business, and maximizing positive impacts.



# Moving Beyond Sustainability

Doing less bad is not going to be enough to solve our many global issues. A shift is needed from merely reducing negative impacts, to completely eliminating negative impacts and actively creating positive impacts.

**B Corp Certification** – Using the power of business for good.

- As a certified B Corp, Fetzer Vineyards has joined a growing community and a new sector of the economy that harnesses the power of private enterprise to create public benefit.



**Net Positive 2030** – Creating a net positive corporate footprint.

- By 2030, Fetzer Vineyards plans to be creating more positive impacts in the world than negative impacts. Joined the Net Positive Coalition in 2015 to help build the vision and roadmap for the Net Positive movement.

# The Net Positive Project



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