



Alma Rosa Sustainability Practices

At Alma Rosa, our mission is to grow world-class grapes and to continue our legacy of being the best possible stewards of the land. We believe there is no single farming philosophy that works best for every vineyard, and in turn, we borrow from a range of today's most cutting-edge sustainable practices for our own estate vineyards. Every day we spend time in our vineyards, evaluating and learning from them and constantly adjusting our farming approach to grow better fruit, always doing so with the least possible environmental impact. By using intentional, mindful and fluid practices that consider our unique soil, climate and shifting seasons, we employ a holistic farming approach throughout that will ensure the health and longevity of our estate for generations to come.

Our sustainability efforts include:

- **Forgoing mechanical weed control.** With hillside vineyards, preserving the natural topographical structure of our estate is essential to maintaining a healthy ecosystem. By forgoing mechanical weed control, we minimize erosion while also reducing our carbon emissions.
- **Practicing no-till farming.** We believe a healthy soil structure is essential to growing the best possible grapes. Practicing no-till farming throughout most of our property enhances the biodiversity of our soils and helps to conserve water.
- **Minimizing the use of fungicides.** Using advanced technology, we collect data throughout the growing season enabling our vineyard team to take fungicidal action in the rarest cases of necessity.
- **Constructing and monitoring weather stations and soil moisture sensors.** We employ state-of-the-art tools to schedule all irrigation volume and timing with precision. In recent years we have reduced our water usage by 50%.
- **Employing integrative pest management processes.** Our vineyard crew closely monitors the vineyard year-round, enabling us to take early preventative and corrective action only when critical levels are reached. Rather than relying on industrial chemicals, we use traps for small vertebrates like squirrels and gophers and have installed raptor and bluebird houses throughout the estate to control the pest population naturally.
- **Providing ample wildlife corridors.** The layout of our vineyards was designed to coexist with the local mountain lions, bobcats, deer, turkey and boar.

Does Alma Rosa Still Farm Organically?

- Alma Rosa's original El Jabali Vineyard, planted in 1983, was the first in Santa Barbara County to be certified Organic. In recent years we have replanted new vineyards on the steeper hillside portions of our estate, and with these thoughtful developments, our farming practices and philosophies surrounding farming have expanded beyond the boundaries of USDA Organic certifications. As farmers with a multi-generational viewpoint, we have sought an intimate relationship with our vineyard and our farming practices. We take great responsibility to make the best decisions for our vineyard, our community and our environment every day, with no limitations.