



# MORGAN

We realize that how we farm impacts everything beyond our fence line, so we work hard to protect our community, our workers and our environment.

## WATER CONSERVATION

We regularly monitor soils, plants and water, irrigating only when needed.

## CLEAN WATER

We keep water clean by growing grasses to reduce erosion and filter storm runoff.

## ENERGY EFFICIENCY

We minimize tractor use to reduce our carbon footprint.

## SAFE PEST MANAGEMENT

We introduce beneficial insects, attract raptors and plant enriching cover crops to keep vineyards healthy.

## HABITAT

We create wildlife corridors to give animals access to traditional watering holes and food, helping to maintain biodiversity.

## SOCIAL RESPONSIBILITY

We offer competitive wages, medical insurance, training and education because we know our people are a valuable resource.

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*"Farming organically has been a great thing; we have very healthy vines producing fruit that shows true to its varietal character and Highlands' locale. The SIP certification takes things to the next level, emphasizing our overall, long-term belief in being a good business, a good neighbor and a good steward of the land."*

- Dan Morgan Lee



Great wines.  
Healthy vineyards.

The **SUSTAINABILITY IN PRACTICE (SIP)**<sup>™</sup> certification program recognizes a vineyard's commitment to environmental stewardship, equitable treatment of employees and economic stability.

Achieving "Sustainable Vineyard" status is a long process, requiring copious documentation and peer review by the Central Coast Vineyard Team of all of Morgan's farming and business practices; it demonstrates Morgan's commitment to environmental stewardship, economic viability and equitable treatment of employees.

## VALUES & TRUST

The winegrowers show dedication through daily practice of sustainable farming methods and investing in certification. Wine lovers interested in showing their dedication to these shared values can do so by choosing SIP Certified wines. The SIP Certified seal assures that the farmer has completed a process verifying that the fruit was grown with respect for the land, and the wine was made with SIP certified fruit.

## QUALITY COMMITMENT

SIP speaks to the farmer's commitment in protecting both natural and human resources. Growers recognize that mindful fruit production and care for workers are important components of quality wine.

## WHOLE FARM SYSTEM

SIP's comprehensive rules, otherwise known as The Standards, address many inter-related elements of the whole farm system. Habitat conservation, energy efficiency, pest management, water conservation, economic stability and human resources are some of the key elements of the program. The Standards look at the farm in its entirety: workers, soil fertility, cover crops, wildlife, native plants, irrigation and more.

## ORGANIC VS SIP

Sustainable and Organic certification go hand-in-hand but are two very different systems and processes. The Double L Vineyard has been Certified Organic since 2002 through Monterey County Certified Organics; organic farming practices are site specific, dealing primarily with strict regulations governing use of chemicals in the vineyard. Sustainability could be said to be a "bigger picture" philosophy, taking into account every aspect of a vineyard's operations.

JOIN US. GRAB A FRIEND, GRAB A GLASS, AND SIP THE GOOD LIFE!