J. LOHR
VINEYARDS & WINES

SUSTAINABILITY
from vineyard to bottle and beyond

KEY COMPONENTS OF WINE INDUSTRY SUSTAINABILITY

Socially Equitable
- community stewardship
- employee training
- continuing education

Environmentally Sound
- water conservation
- energy optimization
- soil health, air and water quality
- solid waste reduction
- pest monitoring
- habitat protection

Economically Feasible
- economic vitality
- multi-generational ownership

Certifications, Recognitions & Partnerships
J. Lohr Vineyards & Wines' wineries, vineyards, and select wines are Certified California Sustainable, a certification administered by the California Sustainable Winegrowing Alliance. In 2020, J. Lohr Vineyards & Wines was awarded The Green Medal Leader Award, the industry's highest recognition for sustainability leadership.

SUSTAINABLE WINEGROWING LEADERSHIP AWARD
GREEN MEDAL
LEADER
CALIFORNIA

CERTIFIED CALIFORNIA SUSTAINABLE VINEYARD & WINERY

WHAT DOES IT MEAN TO BE CERTIFIED CALIFORNIA SUSTAINABLE?

Vineyards and wineries awarded the CSWA designation balance growing and crafting quality grapes and wines with protecting the environment, being a conscientious employer and neighbor, and maintaining thriving family farms and businesses.

THEY DO SO BY:

Adhering to 61 vineyard & 43 winery prerequisites that provide measurable standards, credibility, and rigor to certification

Adopting and implementing 144 vineyard & 105 winery best practices from the California Code of Sustainable Winegrowing

Tracking metrics by measuring water and energy use, as well as greenhouse gas emissions for vineyards and wineries, and nitrogen use for vineyards.

Continuously improving by implementing action plans with new initiatives

Verifying annually by completing a rigorous, independent third-party audit

For 16 consecutive years since the program's inception, J. Lohr Vineyards & Wines has earned the annual CSWA certification

HOW DOES THE CALIFORNIA WINE INDUSTRY MEASURE UP IN ITS COMMITMENT TO SUSTAINABILITY?[1]

275,553 *acres* — 45% of the California winegrape acres are certified

229 *million cases* — 90% of California wine is made in certified sustainable wineries

378 *million bottles* — 31.5 million cases bear the Certified California Sustainable seal

SUSTAINABLE WINES: *What's in your glass?*

96% of consumers have moderate to strong intentions to behave in ways that protect the planet, its people, and its resources…[2]

72% of consumers consider themselves to be sustainable / ethical consumers.[2]

61% of Millennials and 65% of the upcoming Gen Z consumers state that when buying products that are new to them, they would choose a brand with a sustainable option…[2]

82% of consumers believe that it is important for companies to share their sustainability efforts with their customers.[2]

J. LOHR'S COMPANYWIDE GREEN ETHOS

J. Lohr 50 Years, States & Ways of Giving

Sustainable Vineyards
J. Lohr's more than 4,000 acres of estate vineyards in Paso Robles, Monterey's Arroyo Seco, and Napa Valley's St. Helena appellations are all certified sustainable

Sustainable Wineries
J. Lohr's 3 wineries in Paso Robles, San Jose, and Greenfield are all certified sustainable

Investment in Education and Research
The design and construction of the J. Lohr Vineyards & Wines Fermentation Room and the J. Lohr Wine Sensory Lab at UC Davis, as well as the new JUSTIN and J. LOHR Center for Wine and Viticulture at Cal Poly, San Luis Obispo, are examples of financial support and thought leadership that benefit future generations

36 *J. Lohr Wines*
36 J. Lohr wines bear the Certified California Sustainable seal

Clean Energy
Since 2008, J. Lohr's 3-acre solar tracking array in Paso Robles, the largest in the North American wine industry, has reduced greenhouse gas emissions equivalent to

▸ preserving 512 acres of forest or reducing car travel by 97 million miles over the lifespan of the array

Continuous Updates
J. Lohr recently installed a 920.7 KW flat mount solar power system at its winery in Greenfield in Monterey County, powering nearly 100% of energy needs there

17-Years of J. Lohr Touching Lives with 8,000+ Mammograms Supported
Since 2009, the J. Lohr *Touching Lives*® initiative, in partnership with National Breast Cancer Foundation, Inc.®, has funded more than 8,000 mammograms and essential support services through sales of Carol's Vineyard Cabernet Sauvignon. The namesake vineyard in St. Helena (Napa Valley) and wine honor Jerry's late wife Carol, who passed from complications from breast cancer in 2008

J. LOHR VINEYARDS & WINES: *Rooted in Sustainability*

1972 — Founder Jerry Lohr plants his first **280 estate vineyard acres in Monterey County**

1974 — **Repurposing an existing production footprint** previously occupied by the historic Falstaff Brewery, Jerry and team open the J. Lohr San Jose Winery

1986 — J. Lohr's first **Paso Robles estate vineyards are planted using sustainable vineyard practices**

2003 — The **Lohr family 2nd generation, Steve, Cynthia and Lawrence, join Jerry** in day-to-day stewardship of the vineyards and wineries

2008 — Current-day President & CEO Steve Lohr forms J. Lohr's **Sustainability Committee**

2010 — J. Lohr Vineyards & Wines is **among the first 17 California vineyards and wineries to earn original CCSW certification**

2020 — J. Lohr wins the **Green Medal Leader Award**, the industry's highest honor in recognition of its long-standing role in furthering wine industry sustainability

2021 — J. Lohr Estates Riverstone Chardonnay and Flume Crossing Sauvignon Blanc are **first to bear the new Certified California Sustainable seal**

2024 — J. Lohr receives **Sustainability Leadership Award** from Business Intelligence Group for two consecutive years

2026 — **36 J. Lohr wines** bear the Certified California Sustainable seal

The Lohr Family and team celebrate **50 years of sustainable winegrowing**

jlohr.com/sustainability

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SOURCES
[1]Wine Institute, Down to Earth Month, April 2023, Wine Institute and California Sustainable Winegrowing Alliance
[2]Sustainable Brands® in collaboration with Ipsos, 2023

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