



Environmental Committee

The purpose of the Environmental Committee is to collaborate around the long-term sustainability of environmental issues impacting Anderson Valley. The volunteer committee is committed to collaborating around topics that include, but are not limited to watershed and drought, soil and vegetation concerns, and fire issues. The committee aims to protect the unique microclimate through awareness and education by elevating community issues and seeking support from the Anderson Valley Winegrowers Association around issues impacting community viability and economic development.

Thursday, September 1st, 2021

Attendees Present:							
X	Joslyn Thoresen (Chair)		Sarah Cahn Bennett	X	Yoriko Kishimoto	X	Cris Carter (AVWA BOD)
X	Jessica Van Griekan		Colleen Kobler	X	Jesse Richards	X	Courtney DeGraff
	Linda MacElwee						

Agenda & Discussion

1. Committee Meeting Logistics:

- Monthly meeting, scheduled for 90 minutes after 5PM on a Thursday
- The Chair will manage the agenda development and overall administration of the group
- Rotating scribe (unless someone can volunteer for the role exclusively)
- Google [Shared Folder](#) (agendas, reference materials, project documents, etc.)
- Critical issues and requests for support to be funneled to the AVWA BOD meeting (1st Thursday/month)

2. Open Discussion:

i. New-Attendee Introductions & Housekeeping

1. Jess & Jesse introduced – notes in appendix
2. Courtney to create a Google Sheet for ideas

ii. Agenda and Group Focus

a. Hydrology of the Valley – *what can we (community members and the AVWA) do?*

- i. State water passed the statewide water conservation effort; how does that impact us and how do we respond?
- ii. Water management (e.g. holding ponds, rainwater, pumping, etc.)

b. Progress of the Valley – *how can we talk to our members about where we want to go (e.g. The Green New Vineyard/Wine Region/Winery). Transparency and communication is how change occurs.*

- i. Create a list of indicators for the health of the valley

1. Perform annual mapping of which areas are running dry - **Jesse** can do a GIS if we provide him with certain geographical markers
 2. Does our agricultural commissioner have information?
- ii. Does this group want to help green efforts progress for AV? For both branding & land stewardship
- iii. How do we help the effort to take care of our soil and carbon management/planning?
1. Would Linda MacElwee want to join this group? **Courtney**
 2. Integrative pest management for soil health (vineyards & business landscaping)
- iv. Certification – is it important? Do we want to suggest these? AVWA [Vineyard Map](#) **Jessica** to research what might be feasible
1. Sustainable Winegrower Alliance
 2. Regenerative Ag
 3. Green Practices
 4. Fish-Friendly
 5. LEED Certification - using a point system
 6. What if we create our own point system?
 - a. Water recycling program
 - b. Glyphosate free
 - c. Cover cropping
 - d. Integrative pest management
 - e. Irrigation efficiency
 - f. Building: energy efficiency, solar
- *Jessica referenced [Your Guide to Sustainability Wine Certifications](#).*
 - *Jesse says forestry does this in the forest industry with the certification (a tree is placed on the products) and consumers now expect this*
 - *Yoriko joined the AV Land Trust; V Sattui acquired an easement for land stewardship guidelines - Is there a way to have an alliance with the Land Trust? Are there other vineyards with interest in education or sustainability that can work with the Land Trust in a commitment*
Yoriko

iii. Jackson Family Wines [Rooted for Good Roadmap](#) + Master Class Series

1. JFW goal is to reduce carbon emission by 2030 – see press release [here](#)
2. RSVP for future masterclasses [here](#)
3. JFW has a VP of sustainability, so dedicated resources to focus on this
4. [International Wineries for Climate Change](#)
5. Great co-speakers and moderator
 - a. DTC product practices
 - b. Monorail delivery system vs. trucking
 - c. The movement can start small and grow

iv. Next Meeting Date:

1. Second Thursday of the Month at 5PM – October 14th

Next Steps:

1. Next Steps:
 - a. Yoriko to discuss with the Land Trust opportunities to partner with wineries/vineyards for education &/or sustainability
 - b. Jessica to recommend possible certifications that might be manageable for Anderson Valley
 - c. Courtney to reach out to Linda; to schedule next meeting
2. Topics for next committee meeting:
 - a. Carbon footprint, packaging
 - b. Cause Marketing – member level and regional

Committee Members:

Joslyn Thoresen (Committee Chair): Works for Pennyroyal Farm doing Media, Special Projects, and Product Development. Background in non-profit arts and cause-based marketing. Pennyroyal is a regenerative agriculture farm and is very committed to this cause due to the many aspects of their regenerative agriculture operation and concern for the broader ecosystem of Anderson Valley.

Cris Carter (BOD Representative): Weatherborne owner and Treasurer of the AVWA. Has lived here four years and own property across from Gowans. Passionate about environmental concerns and has real concerns about the future of our local environment. His desire is to help ensure that AV viticulturists and wineries are prepared for challenges ahead, as well as current issues with water and bathrooms, etc.

Sarah Cahn Bennett: Owner of Pennyroyal Farm. Believes this committee is very needed. Impressed by how New Zealand markets themselves as a green wine region in a collective effort and would like to see the Anderson Valley community work together on environmental issues. She recently worked on the Carbon Farm Plan with the CDFA and supports investment in soil health programs. She serves as a volunteer on the fire department.

Yoriko Kishimoto: Owns a home and two-acre vineyard with olive trees next to elementary school. Split time between AV & the Bay Area. She is the former Mayor of Palo Alto and still serves on the Open Space District. She has recently joined the Anderson Valley Land Trust Board and is very interested in sustainable farming and sustainable everything.

Jessica VanGrieken: Educational focus on business and environmental policy & management. Personal interest in business sustainability. Tasting Room Manager at Twomey Cellars in Philo, formerly Toulouse.

Jesse Richards: Forester w/Mendocino Redwood Company, and part time at Foursight on the weekends. Minor in GIS and has proficiency in GIS. Bachelor of Science in forestry and does mapping in GIS computer work. Jesse takes the Forest Guide for California and ensure that practices are being followed to protect geology.

Not in attendance at prior meeting:

Colleen Kobler: Business partner with Norman Kobler for Philo Vineyard Solutions, and owner of Vonarburg Vineyard.

Linda MacElwee: Navarro Watershed Project Coordinator for the Mendocino County Resource Conservation District