

MENDOCINO COUNTY

AMERICA'S GREENEST WINE REGIONSM

WHAT MAKES MENDOCINO GREEN

Mendocino County's authentic "green" credentials are unsurpassed by any other wine region in the world. The region is dominated by family farmers, many of whom have lived for two or more generations on their land—some tracing their roots to the first settlers in the 1850's. The entire farming community has a rare appreciation of the connection between man and earth. These farmers, grapegrowers and winemakers among them, were at the forefront of the sustainable, organic, biodynamic and fish friendly farming movement long before it gained the attention of the general population. "America's Greenest Wine Region" is not a marketing slogan: it is the true reflection of all that this vast and varied county offers those who seek healthy foods and beverages and accessible yet pristine travel destinations.

The slogan is a true and honest reflection of Mendocino's unique combination of:

Extensive organic, biodynamic and sustainable farming and food processing across all crops including winegrapes and wines

Legal protections for heritage crops: Mendocino is the only county in America to outlaw GMO's in unincorporated areas to ensure the continued viability of heritage crops and seeds (Measure H)

Crop diversity: just 19,274 acres, or less than 1% of Mendocino's 2.4 million total acres, are under any cultivation

Winegrapes, at 16,084 planted acres, cover just .6% (< 1%) of the county's total acres

True wild places: no other wine region in the world has the thousands of acres of standing timber, watersheds and wild coastline that characterizes the Mendocino County landscape

Nation's first carbon neutral winery and the first winery to be recognized for its green leadership by Governor Schwarzenegger

At least one winery is 100% solar powered

18% of Mendocino County's winegrapes are certified organic and more than 4% are certified biodynamic or pending biodynamic certification. For comparison, just 5% of winegrapes from Napa County and 1% of grapes from Sonoma County are certified organic.

Mendocino is recognized around the globe as one of the world's great travel destinations

Mendocino County growers and vintners are committed to growing winegrapes and wines that rival the best of the best from any wine region in the world

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