

WHAT IT MEANS TO BE SIP CERTIFIED



BRING MORE
THAN QUALITY
TO THE TABLE.

BRING SIP
CERTIFIED.

QUICK PITCH

This wine is / These grapes are **SIP Certified**—a third-party verified sustainability program.

No vague claims. Just measurable standards that protect people, the planet, and the future of winemaking.

You get more than quality.

You get a credible sustainability story your customers can trust.



SOCIAL RESPONSIBILITY

Safe working conditions, training, and education, plus meaningful contributions through donations and volunteering.



WATER SMART

Native landscaping, cover crops, soil testing to determine irrigation needs, and wastewater recycling.



SAFE PEST MANAGEMENT

Prevention-first strategies like beneficial insects, bird boxes, and canopy management.



CLEAN ENERGY

Solar, wind, and energy-efficient equipment to reduce carbon impact.



WILDLIFE FRIENDLY

Conservation plans, open space, and native plantings to support biodiversity.



BUILT TO LAST

Accurate records, strong plans, ethical practices. Built to last for generations.



ALWAYS EVOLVING

Staying current with science, tech, and legislation to evolve responsibly.

SUSTAINABILITY SELLS

64% OF CONSUMERS RANK SUSTAINABILITY AS A TOP 3 VALUE DRIVER.



HOW SIP CERTIFIED HELPS YOU SELL

- Build brand trust with third-party verification
- Meet retailer and distributor sustainability expectations
- Strengthen your story with credible proof

HOW TO GET PROOF OF CERTIFICATION

Get it in 4 easy steps:

1. Log in to the [database](https://app.sipcertified.org) (<https://app.sipcertified.org>)
2. Click Get Started
3. Click the icon under "Edit"
4. Download your Certification Letter or Certificate

Need access? Email whitney@vineyardteam.org

HELPFUL TOOLS FOR SALES

- [Certify Your Wine Handout](#) → Guide for buyers adding **SIP Certified** to their label
- [Grape Contract Language](#) → Addendum highlighting certification status

WHY IT MATTERS IN THE MARKET

"Being **SIP Certified** is an easy way for us to quantify our practices and tell the consumer and trade about how we run our operation in a way that's better for the land, the wine and the community."

– Austin Hope, Hope Family Wines

REAL STORIES, REAL IMPACT

At Bon Niche Cellars, Melani stopped using herbicides and faced a battle with weeds.

By introducing goats, sheep, and pigs into the vineyard, she has nearly eradicated the need for mowing or spraying!

"I love sipping on a glass of wine, watching my cute animals do all the work for me!"

– Melani Harding, Owner & Winemaker

