



FERRARI-CARANO'S SUSTAINABLE PRACTICES: FOR THE WINE AND THE ENVIRONMENT

Don and Rhonda Carano have been producing wine in Sonoma County since 1979, when they purchased a single 60-acre parcel of land in Alexander Valley. Today, they own 20 estate vineyards in six different appellations, totaling over 1,900 acres. From mountain to bench land to valley floor, the Ferrari-Carano vineyards spread over a 75 mile radius and each vineyard offers a diverse microclimate and soil.

The unique diversity of grape flavors, textures and structures of each vineyard is achieved through a balanced combination of climate, soil and plant material. Ferrari-Carano vineyard practices are customized to match the particular characteristics of each vineyard to help the vines produce the best fruit possible. Don and Rhonda Carano realized that to achieve their goal of producing high quality memorable wines starts in the vineyards, and began practicing sustainable farming techniques to grow the best grapes, as well as to help protect the land for future generations. Dry farming, unique trellising systems and canopy management on their hillside and mountain vineyards conserves water and energy, and also benefits the vine by producing concentrated, tiny berry grape clusters.

Ferrari-Carano's Winery Estate Vineyard in Dry Creek Valley was the first of the 20 vineyards to be certified by the California Land Stewardship Institute's Fish Friendly Farming Environmental Program in 2006. This initiative helped protect the watersheds as well as federally listed endangered species, such as Coho Salmon, Chinook Salmon and Steelhead Trout. Ferrari-Carano implemented many other programs as a part of their sustainable initiative. Sheep and

cows were incorporated into the vineyards and surrounding land to naturally enhance biodiversity and nutrient recycling. The cows and sheep graze on the weeds and grass between the vineyards, turning them into natural fertilizer, which decreased the use of harsh pesticides to eradicate weeds and grasses. Nesting boxes, hawk perches and bird houses have been placed around the vineyards in order to attract desirable owls and birds to decrease the amount of gophers and rodents. Estate honey bees are colonized to pollinate the herbs, flowers and trees, ensuring a healthy landscape.

In 2007, Ferrari-Carano began a native plant nursery to help with habitat restoration projects in an effort to better incorporate the vineyards into the fabric of the surrounding wilderness. Varieties of trees, shrubs and other natural species have been implanted, such as toyan, coyote bush, Manzanita, live oak, and California laurel bay. The sap from these trees has been mixed with crushed rock excavated from Ferrari-Carano's mountain ranches to line the roads as if they were paved with asphalt. These sap-covered roads are a biodegradable product, acting as a dust suppressant and leaving no undesirable chemicals or compounds that can be washed into the vineyards. And, all Ferrari-Carano work trucks and semi-trucks that drive on the sap-covered roads operate using biodiesel fuel, a biodegradable and non-toxic alternative form of energy that helps eliminate the release of harmful carbon dioxide into the environment.

Ferrari-Carano Vineyards and Winery are leaders in sustainable farming practices as they preserve, restore and enhance Sonoma County's rich, agricultural lands for future generations. ■

FERRARI-CARANO

Vineyards and Winery



FERRARI-CARANO NEW RELEASES:

FERRARI-CARANO 2012 BELLA LUCE, SONOMA COUNTY

Meaning "beautiful light" in Italian, Bella Luce is a blend of Chardonnay, Sauvignon Blanc, Muscat Canelli, Gewurztraminer, Pinot Blanc, Viognier, Semillon, Muiscat Giallo, Riesling, Fiano di Avellino and Pinot Gris. Bella Luce has layers of Muscat, honeydew, orange, lychee, pineapple, peach and apple, along with lingering cream, vanilla, lemon and a floral finish. Fragrant and acidic, Bella Luce is a refreshing wine that is perfect as an aperitif or with shellfish, light pasta dishes and light appetizers.

FERRARI-CARANO 2010 SIENA, SONOMA COUNTY

Reflecting their Italian heritage, SIENA is a Sangiovese-based red wine, blend with Malbec, Syrah and Cabernet Sauvignon. SIENA comes from the fertile deep soils of the valley floor and mountainside vineyards. With aromas of blackberries, raspberry jam, cola, cinnamon and clove, medium-bodied SIENA pairs perfectly with savory Italian food, such as pasta with tomato sauces, as well as Chicken Cacciatore, a duck salad or prosciutto.