

## **Alma Rosa Winery & Vineyards**

Nature & Agriculture in  
Sustainable Harmony

Thekla and Richard Sanford share a deep and long standing commitment to the environment. This commitment is evident in their active participation in multiple conservation groups and was formally recognized when they were honored by the Environmental Defense Center as Environmental Heroes. They founded Alma Rosa Winery & Vineyards as an expression of their passion for winemaking and with a desire to develop a business that reflected their core values. As a result Alma Rosa Winery & Vineyards operates as an enlightened enterprise with a focus on quality, environmental responsibility, and respect for customers and employees alike. Alma Rosa Winery & Vineyards practices and promotes organic farming, sustainable agriculture, and ecologically-responsible packaging. In addition it supports related earth-friendly causes such as the reintroduction of peregrine falcons to the Santa Ynez Valley and the international slow food movement. As Thekla explains: "The future for us is to build on what we've learned. Through the years we've tried to do everything in a green way and will continue working toward a business which is greener and more sustainable. This new venture is an opportunity for us to become even more committed to the environment and to share what we've learned with others."

*Organic Farming:* Alma Rosa Winery & Vineyards maintains

over 100 acres of certified organic vineyards in the Sta. Rita Hills AVA. The El Jabalí and La Encantada vineyards were the first in Santa Barbara County to be certified organic by the California Certified Organic Farmers (CCOF). All vineyard-designated wines are produced from the estate organic grapes as is their primary Pinot Noir. Additional grapes are purchased as needed for the primary wines with preference given to vineyards that use similarly responsible farming methods. Alma Rosa Winery & Vineyards employs only sustainable farming practices, which include mechanical weed control by plowing and hand hoeing, the planting of cover crops for weed abatement, and the use of beneficial insects and sticky tape for insect control. No chemical herbicides or pesticides are used. Operating without conventional pesticides or fertilizers made with synthetic ingredients is not the easiest or least expensive way to farm, but the Sanfords believe it is the right thing to do – to live in a way where nature and agriculture work together in sustainable harmony.

*Sustainable Agriculture:* Sustainable agriculture integrates three main goals, environmental health, economic profitability, and social and economic equity. Practical application of these goals was the founding concept for Alma Rosa Winery & Vineyards. Richard and Thekla Sanford see this new beginning as an opportunity to honor the unmistakable relationship between the healthiness of the soil, the energy of the vines, and ultimately the soul of the wine.

"My wife Thekla and I are focusing on what's most important to us. Sustainability is key and we are very much committed to the environment and the soulful connection with our employees and the people who enjoy our wine." says Richard. With a vision for a viable agricultural future, and an environment that is safe for our children, Richard and Thekla and the staff at Alma Rosa Winery & Vineyards hope to continue to bring people together to share good food, good times and great wine.

*Ecologically-Responsible Packaging:* At Alma Rosa Winery & Vineyards all of the packaging and promotional materials used are selected with careful consideration of their environmental impact. All bottles, red and white wine alike, are of uniform size and shape to eliminate production waste. Traditional corks have been replaced with recyclable twist off closures to eliminate the mustiness imparted by bad corks. Shipping materials are natural and recyclable, as are business stationery and promotional materials. Electronic commerce and email communication are promoted as earth-friendly alternatives to excessive reliance on paper processing.



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