



## “Going Organic in the Vineyard”



In September, 2007, Peju Province Winery received Organic Certification for its Rutherford Estate Vineyard from the California Certified Organic Farmers (CCOF). Peju has been moving towards organic farming practices in all three of its Napa Valley vineyards which include the Rutherford Estate Vineyard, the Persephone Vineyard in Pope Valley and the Wappo Vineyard in Dutch Henry Canyon. Currently, the Persephone and Wappo Vineyards practice sustainable farming, with organic certification goals set within the next three years pending regulatory approval.

The Rutherford Vineyard’s organic certification is instrumental in Peju’s commitment to increase its environmental initiatives moving into the future to help protect the land in the Napa Valley and beyond. The organic farming practices avoid the use of synthetic fertilizers, pesticides and plant growth regulators while relying on crop rotation, compost and ecological-based cultivation to maintain soil productivity. In return, Peju is helping to sustain and enhance the health of ecosystems in the land and the surrounding areas.

## “A Green Business”



While Peju Winemaker Sara Fowler has headed organic farming efforts in the vineyard, Ariana Peju has spearheaded the Winery’s environmental program in its daily business operations. In April, 2009, Peju was certified as a Napa County Green Winery & Bay Area Green Business after achieving all standards in pollution prevention, conservation of resources and environmental compliance. In April 2007, Owner Tony Peju offered long-term Peju employees a \$2,000 cash incentive to purchase a hybrid vehicle.

## “Harvesting the Sun”

There are now two generations of the Peju family working in the winery: Tony and Herta, who established the winery in 1982 and now their daughters, Lisa and Ariana, have joined the winery team. The entire family is deeply committed to sustainable farming practices to ensure that the land that produces award-winning wines will be preserved for future generations. With the sun as a plentiful partner in the Napa Valley, Ariana Peju launched the “Harvesting of the Sun” project by taking Peju solar in 2006. Caring for the air, as well as the land she grew up on is her priority. To date, 720 panels have been installed over 10,000 square feet of the winery’s roof. They will generate power throughout the winery and produce enough solar electricity each day to power 40 average homes. This solar power system reduces Peju’s annual expense of electric utilities by approximately 36 percent. The solar power system will pay for itself in less than five years. During the 30-year lifetime of the system, greenhouse gases and air pollutants will be greatly reduced with this socially responsible and environmentally sound step into the future. Peju’s primary motivation for installing the system is to produce green solar energy. For more information, visit [www.peju.com](http://www.peju.com).



**The view of the solar panel rooftop at Peju.**

### ***What is the size of Peju’s solar power system?***

Peju’s solar power system produces 126 kW AC for its winery facilities. The system is located atop the crush pad, barrel room, tank area and some of the offices. This figure will change with the installation of the additional modules.

### ***Solar Power System installed by Akeena Solar***

Akeena Solar employs four NABCEP Certified Solar PV Installers - Barry Cinnamon and engineers Alex Au, Richard Abalos and Nick Wolf. Most other solar power installers have no such comparable training or certification for their staff.