



SONOMA COUNTY FARM BUREAU

Affiliated with California Farm Bureau Federation and American Farm Bureau Federation

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Jackson Family Wines Honored with Luther Burbank Conservation Award

Santa Rosa, CA - Although Jackson Family Wines formally launched their sustainability program in 2008, the company was founded with sustainability in mind. When the late Jess Jackson, founder of Kendall-Jackson, thought about farming he was mindful of taking care of the land and wanted to build a company that would last for multiple generations.

His daughter, Katie Jackson, who now manages JFW's sustainability program and external affairs, said her father's long term view point meant he was focused on being a responsible land steward as well as a responsible business owner and community member.

As a leader on the sustainability front, Jackson Family Wines will be honored with the Luther Burbank Conservation Award on July 13th. The Jackson family will be presented the award at Sonoma County Farm Bureau's Love of the Land event alongside the Walker Family, receiving the Farm Family of the Year Award, and Earl and Dot Holtz, Sonoma County Farm Bureau's Hall of Fame inductee.

Last year, Jackson Family Wines published a sustainability report which outlined their sustainability efforts thus far and their plans for the future. They set 11 goals for the company to meet by 2021, including committing to one land conservation project per year, powering 50% of winemaking operations from onsite renewable energy generation, further reducing water intensity per gallon of wine by 33%, achieving zero-waste tasting rooms and reducing greenhouse gas emissions by 25% per gallon from their 2015 baseline.

Energy and water conservation are two of the projects the Jackson Family has committed the most time to. The family wine company has also partnered with local resource agencies on natural resource conservation working on stream restoration projects at several sites in the past.

Along with conservation, social equity and its role in sustainability is very important to the Jackson Family. They recently started a volunteering project, encouraging employees to take two paid days a year to donate their time to the community. They have also started a foundation to provide employees in need with cash grants which don't have to be paid back.

Love of the Land, honoring stewards of the land, will be held at Richard's Grove and Saralee's Vineyard in Windsor. The event begins at 4 p.m. with a reception of local wine, food and cheese. A dinner featuring Sonoma County products is at 6:30 p.m., followed by the presentation of awards and a live



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auction. The event is open to the public and anyone who wants to join in honoring stewards of Sonoma County agriculture.

Individual tickets are \$65. Corporate sponsor tables for eight people are \$1,250. General seating tables of eight are \$700. To make reservations visit www.sonomafb.org/loveoftheland or call 707-544-5575.