

Spotlight on Sonoma Wine Company



The Sonoma Wine Company is committed to reducing its impact on the environment through resource conservation, recycling programs, and state-of-the-art wastewater technology. Going “green” has not only helped the local environment, but it has also helped their business prosper.

One of the greatest benefits of their environmentally friendly practices has been the ability to expand bottling production by 46% under tight wastewater regulations, while reducing natural resource usage per case. Sonoma Wine Company’s wastewater usage is highly regulated. Their primary processing facility, located in Graton, is situated on a floodplain, which backs up into a protected salmon creek. The company was not allowed to increase the size of their waste water lagoon. In order to grow, it was necessary for the company to reduce wastewater usage per case. By reducing their wastewater usage the company also helped to protect the endangered salmon population.

The company implemented a variety of different programs to achieve the reductions. They established a water team to observe water usage and make recommendations on how to conserve water. The water team helped to change people’s behavior and got employees thinking about their resource use. Spray nozzles were installed on every hose, low flow aerators were put into their of-

fice areas, and areas were swept instead of hosed down.

Even greater savings arose from the installation of new water saving technologies. A new barrel washer was installed, which captures the final clean water rinse for re-use as the first rough rinse. This technology reduced water used to wash barrels by 33%. They implemented a steam sterilization process, which led to a daily water savings of 1,700 gallons. The water saving practices and technologies have decreased wastewater generated by 39% from 3.81 gallons to 2.75 gallons per case of wine produced.

Similar efforts have been taking place with great success to reduce electricity and natural gas consumption. Wine and other storage tanks were insulated to reduce cooling/heating needs. Water boilers were replaced with 87% more efficient water heaters. Metal halide lighting was replaced with high efficiency T-5 fluorescents. These practices and more helped reduce natural gas and electricity usage per case by 150% and 18% to .01 therms/case and .637 kWh/case respectively. They also benefited from over \$ 185,000 in rebates from PG&E for energy savings.

They have also taken a strong position on reducing solid waste. The company tries to recycle all of their products. They have recently expanded their recycling program to in-

clude natural cork and synthetic backings for wine labels. They are always looking for new ways to recycle or compost their waste.

For companies just starting to think about their environmental practices Natasha Granoff, Director of Business Development for the Sonoma Wine Company, recommends measuring everything. “It is the fastest and most engaging way to get employees involved.” Engaging employees has created a mentality of savings at the company. Employees are always looking how to reduce resource usage, whether it be turning off a monitor or not printing internal emails. Natasha also recommends that companies use the measurements to establish a plan and develop resource reduction goals. Taking these simple steps has helped the Sonoma Wine Company save money and they can help do the same for you organization.

The Sonoma Wine Company’s environmental practices have earned them numerous awards including; PG&E’s Recognition for Outstanding Performance in Achieving Energy Efficiency Award and Energy Star Small Business and Congregations Award. They are also seeking certification under the Sonoma Green Business program.

For More Information Visit:

www.sonomawineco.com

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Spotlight on Clover Stornetta



Clover Stornetta Farms, Inc. has won numerous awards for their environmental and sustainable practices. In 2008, they received the BEA's Best Practices Award and was one of only seven companies to receive the Seal of Sustainability™, given to business leaders in the acceptance and adaptation of sustainable economic, social, and environmental business practices. Their practices have not only helped to save the environment but also to save Clover money.

Clover's latest green achievement was installing a 32 kw solar power system on top of their fleet operations building. The solar panels will reduce carbon emissions by more than 61,000 lbs/year, which is the equivalent to planting 8.4 acres of trees. You can go to Clover Stornetta's website, <http://www.cloverstornetta.com/>, to check out how much power the solar panels are producing today.

Clover's environmental practices go far beyond just solar panels. A new wastewater system was installed that reduced their water consumption by 10 million gallons a year. The payback for this project was almost instantaneous by avoiding costly charges for exceeding daily water allotments. They

replaced all ammonia-based cooling systems with more environmentally friendly Freon-based systems. Clover sources all their milk locally to dramatically reduce miles to market.

For Clover Stornetta, "going green" has helped them save more than just the environment. It has given them an edge with today's environmentally conscious consumer. Clover's message of local, organic, and sustainable products rings true with their consumers. Clover Stornetta Farms, Inc. shows that environmentally sustainable practices can help build a strong bottom line.

Please Visit:

www.cloverstornetta.com/

Agilent Goes Solar

Agilent Technologies officially dedicated its new 1 megawatt solar power system in Santa Rosa on October 3rd. The system from SunPower is comprised of 3,456 of the most efficient solar panels available on the market today, 22% efficient compared to 13 to 16% normally. The system, which rests on top of a parking lot canopy structure, tracks the sun through the sky to generate 25% more electricity than flat non-tracking panels. It will reduce carbon dioxide emissions by approximately 90 million pounds over 30 years, which is equivalent to removing 7,500 cars from the road and powering over more than 5,400 homes.

Agilent is purchasing the solar-generated energy through the SunPower Access™ power purchase agreement. The power purchasing agreement allows Agilent to purchase the energy generated at its facility – without the obligation of buying the solar system itself. However, Agilent still owns all the renewable energy credits and all the environmental attributes associated with the system.

For many years, Agilent has made it a



priority to be environmentally responsible. The decision to install a solar power system was consistent with the company's goal to reduce its impact on the environment and promote sustainability. The Agilent facility in Santa Rosa uses between 3 and 7 megawatts of electricity a day. The solar upgrades will cut Agilent's utility energy usage and costs by 15% annually and reduce its dependence on California's utility grid by 1 megawatt.

According to Dave Shufro, senior project manager at Agilent for the solar installation, the installation has numerous benefits. "We've received a positive reaction from the community, our employees and the media. We believe

our solar installation will serve as an example of best energy practices for other organizations in the area. The project is very cost-effective, but the main driver isn't finances. It's about making a positive impact on the environment."

Agilent is also working to help employees install solar power systems at home. In coordination with SunPower and another solar energy system provider, REC Solar, the company has launched a residential solar installation program for employees. The program offers special reduced rates for installing solar power at employee residences.

Big Solar Push In Sonoma County



Solar Sonoma County kicked things off at a September event to a large crowd of members from the local business community, elected officials, and government staff. The event was highlighted by keynote speaker John Lushetsky, Solar Program Manager for the U.S. Department of Energy. The public-private consortium of businesses, local governments, and other entities has the goal of bringing 25 MW of new solar power to Sonoma County by 2011. The 25 MW is equivalent to 50 large businesses and 3,500 new homes.

Solar Sonoma evolved from the highly

successful Solar Sebastopol, which has helped get 500 kW of solar power installed in Sebastopol since December 2001. The Bay Area Air Quality Management District awarded Solar Sebastopol \$75,000 to expand their successful solar program countywide. Solar Sonoma County was also awarded \$200,000 from the Solar America Cities grant. Solar Sonoma County was one of only 25 applicants selected over a two year period and was the only group to apply as a county.

Solar Sonoma County will look to continue on some of the successful practices of Solar Sebastopol, which help to foster solar energy growth. They will look into lowering permitting fees for solar projects and getting solar projects fast tracked through the regulatory process. They will attempt to establish innovative financing and incentives to encourage more solar installations. Finally, they will promote the benefits of solar power to

businesses, schools, and residents across the county.

Solar Sonoma County can be a great benefit to Sonoma County businesses by making it easier to obtain solar power. Their website, www.solarsonomacounty.com, has a variety of resources for businesses considering solar power.



Grant Davis of SCWA (left) and Randy DeCamirana of PG&E (right) award Lori Houston (left inside) and Marty Roberts (right inside) with a check to support Solar Sonoma.

Free Water Assessment Can Save Your Business 30%



*Business
Water Project
Provides
Personalized
Plans*

The Business Water Project assists Sonoma County businesses in adopting water-efficient, cost-effective practices. The goal of this project is to help businesses save money by conserving water. To facilitate this, the Business Environmental Alliance (BEA) is offering free indoor and outdoor water assessments to businesses within Sonoma County. Participants receive:

- **Free water-use assessment** conducted by a qualified, independent contractor
- **Voluntary action plan** for the reduction of water use and waste water production at your facility, focusing on ways your business can save money
- **Post-assessment assistance** to help put water and wastewater reduction ideas into practice
- **Public relations assistance** to highlight the accomplishments of your business

The Business Water Project focuses on commercial, industrial, and institutional businesses as well as large irrigation properties. Most businesses are

eligible. Businesses using well water are not eligible, except for certain businesses in Sonoma.

If you are interested in receiving a free water assessment, please contact the BEA by email at bea@sonomacounty.org or by phone (707) 565-7257, or find more information at www.sonomabea.org/svbwp.



New Incentive Program: Embedded Energy

Save even more money for your business with this unique pilot program from PG&E and SCWA.

What is Embedded Energy?

Embedded energy is the energy used to transport water from its source, to treat the water and distribute it to customers, and finally to treat the wastewater and transport it to receiving waterways.

Why is PG&E interested in reducing water consumption?

Every year, water-related energy use in California consumes 19% of the state's electricity, 30% of its natural gas, and nearly 90 billion gallons of diesel fuel.

How does the pilot program work?

PG&E and SCWA will jointly fund incentives for commercial customers to change their equipment and/or their processes to save water and energy. The incentive paid would be based on the amount of water saved and a conversion factor that transforms the amount of water saved into kilowatt hours (kWh).

Customers who participate in the program will be eligible for up to three different incentives.

1. SCWA will pay incentives for equipment purchased to reduce water use or for actual water use savings.
2. PG&E will pay incentives for energy saved by saving water.
3. Customers might also be eligible for PG&E's standard incentives for energy, savings associated with heating, cooling, or pressurizing water.

Who is eligible for the water-energy pilot?

Large commercial businesses that are joint customers of PG&E and SCWA or one of SCWA's water retailers (including the cities of Santa Rosa and Petaluma, the town of Windsor, the Sonoma Valley County Sanitation District, and the Marin Municipal Water District) are eligible.

What type of incentives are PG&E and SCWA offering?

PG&E will work with water agencies to conduct audits and give cash incentives for recommended implemented changes. While any large commercial customer could be eligible to participate in this pilot program, the following sectors will be included:

Process Improvement in the Food Processing Sector: Potential changes include cleaning and sanitation measures (such as using air for washing instead of water), cooling tower improvements, water recycling and re-use, or other water saving measures.

Process Improvement in the Wineries Sector: Possible changes include, but would not be limited to, hot water closed loop, barrel washer efficiency, and tank washing cascaded rinsing.

Ozone Laundry Treatment in the Hospitality Sector: PG&E and water agencies will offer customers with large commercial laundry facilities (including hotels and gyms) cash incentives to replace their traditional laundry equipment with ozone technology.

Who to Contact?

Winery Project:

Jim Salomone, 707-577-1078, jxs8@pge.com

Patsy Dugger, 415-973-1019, pwd2@pge.com

Food Processing Projects:

Patsy Dugger, 415-973-1019, pwd2@pge.com

All other Commercial Sites:

Joe Horak, 707-577-7130, jphp@pge.com

Incentive Example		
The following example illustrates how the water-energy pilot program incentives and PG&E's existing energy-efficiency incentives would be calculated.		
Basic Assumptions		
Total cost to implement water saving measures at facility		\$20,000
Total gallons of water saved annually		565,750
Utility Cost Savings Summary Without Incentives		
Annual water and sewer savings (at \$14.74 per 1,000 gallons)		\$8,339
Annual therms savings (7,377 therms at \$1.45/therm)		\$10,697
Total Annual Utility Cost Savings		\$19,036
Estimated Incentives Available to Customer		
Incentive #1	Water agency's incentive for pilot (hypothetical water agency rebate structure)	\$8,486
	lesser of:	
	\$15 per 1,000 gal saved per year	\$8,486
	Up to 50% of equipment costs	\$10,000
	Up to \$15K max limit per customer	\$15,000
Incentive #2	PG&E's embedded energy incentive for pilot (kWh conversion factor *mgal saved* \$0.08/kWh*life of measure) ^{1,2}	\$1,613
Incentive #3	PG&E's existing energy-efficiency incentive for hot water savings	\$5,901
	lesser of:	
	\$0.80 per therm saved	\$5,901
	50% of implementation cost	\$10,000
Estimated Incentives Available to Customer		\$16,000
Cost of System after Estimated Incentives		\$4,000

Actual incentives will vary by project.

Local Businesses donate/sell their waste with SonoMax.org

SonoMax.org, Sonoma County Materials Exchange Program, is a free online resource operated by the Sonoma County Waste Management Agency helping local businesses find reuse and recycling opportunities for hard-to-recycle items, such as empty containers, construction left-overs and manufacturing by-products. The goal of the program is to give materials a second chance, thereby keeping them out of the landfill.

Examples of past exchanges that have benefited businesses and the community include:

Developer gave away job leftovers and saved on disposal costs

A local developer who listed in the Available section of SonoMax donated leftover and scrap materials from new residential construction projects to local nonprofits and community groups.

Styrofoam sheets used as greenhouse insulation

8'x3'x 1" thick Polystyrene sheets from a spa retailer were used by a local landscape business as insulation for greenhouses.

Manure from horse boarding stables used by gardeners

Within months of placing an Available ad in SonoMax, horse stable operators were able

to save on disposal costs because homeowners with large gardens began picking up partially composted manure.

Any Sonoma County business, nonprofit group, government agency or individual can list materials they have available or would like to acquire. To advertise your business discard, visit SonoMax.org where you can browse listings or post an "Available" or "Wanted" ads.

It is free to list in SonoMax and many of the items listed are free or low cost. Material categories include construction, containers, durable goods, electronics, glass, metal, organics, paint/wax, paper, plastic, rubber, textiles, wood and miscellaneous. All pricing (if any) and transportation is negotiated between the interested parties. Information provided in SonoMax is supplied by the listing party.

To get the latest ads emailed to you, please remember to join our free bi-weekly email listserve.

If you have any questions about the program, please visit www.sonomax.org or email kchilcot@sonoma-county.org

SonoMax.org is funded by the Sonoma County Waste Management Agency. The Agency, formed in April 1992, is the joint powers authority of the nine incorporated cities and the County of Sonoma. The mission of the Agency is waste diversion required by State law AB939. Publicity for SonoMax.org is provided by a grant from the California Integrated Waste Management Board. Zero Waste—You Make it Happen!



**BUSINESS
ENVIRONMENTAL
ALLIANCE**

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Email: bea@sonoma-county.org

www.sonomabea.org



If you are interested in becoming a BEA Partner or receiving a free water assessment, please contact the BEA at (707)565-7257 or bea@sonoma-county.org.

BEA Mission:

The Business Environmental Alliance (BEA) promotes the economic benefits of responsible environmental practices and provides resources to enable businesses to implement these measures.

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Sonoma County Tourism Bureau
Sonoma County Vintners
Sonoma Valley Chamber of Commerce
Sonoma Valley Vintners and Growers
Sonoma Valley Visitors Bureau
Windsor Chamber of Commerce

*A project developed by the Sonoma
County Economic Development Board*

**"PROFITABILITY THROUGH
SOUND ENVIRONMENTAL
PRACTICES"**