



The Monticello Wine Trail

PO Box 244
Charlottesville

"The Monticello Wine Trail (MWT) is a not-for-profit winery member organization whose mission is to support their members and promote quality grapes and wine produced in the Monticello American Viticultural Area (AVA). The MWT currently consisted of over 30 member wineries located all within 25 miles of Charlottesville in the counties of Albemarle, Greene, Madison, Nelson and Orange. Member wines are consistently ranked highly in state, national and international wine competitions, reflecting the high level of quality, which has been achieved in the AVA."

Green Statement: "The wineries all take the greatest pleasure in crafting their wines and in welcoming visitors from around to world to sample their wine, take in the history and relax among the beautiful bucolic hills, farms and vineyards. By adopting and promoting environmentally sustainable practices as an organization, the MWT believes that it will help generations to come experience all the offerings of the countryside. Several of our wineries are already Virginia Green certified, and we are actively encouraging all of our 30 wineries to apply. We have established a goal that at least half of our member wineries will become certified Virginia Green Wineries in 2016."

CORE ACTIVITIES for Green Supporting Organizations

Support Virginia Green. Pledge to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants. This supporting organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green.
- Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
- Establish a travel/conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- Send out an email or a mailer to our membership about Virginia Green.
- Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
- Set a goal for the recruitment of our member facilities to join Virginia Green.
- Include a Virginia Green feature in its newsletter or other publication.
- Highlight our involvement in Virginia Green on our website and have a link to our Virginia Green facility profile.

Green Meetings and Conferences. Provide recycling and make an effort to reduce the use of disposables at meetings and conferences. This partner pledges that they:

- Have our conferences at a Virginia Green facility, and let the facility know that we want a "green event!"
- Make double-sided photocopies and avoid making extra photocopies
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable (in your area!)
- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles

- Avoid box lunches by purchasing trays/platters of food instead.

For more information on The Monticello Wine Trail, see www.monticellowinetrail.com or contact Sarah Craun at admin@monticellowinetrail.com or (434) 806-6991.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Supporting Organizations** pledged to minimize their impacts on the environment. This organization has met the established "core activities" for **Green Supporting Organizations** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.



VIRGINIA IS FOR LOVERS