



## Virginia Green Wineries Profile:



# Philip Carter Winery

4336 Stillhouse Road  
Hume

"Farm Winery Class A"

**Green Statement:** "Being a functioning farm business we are interested in maintaining the land and climate we rely on to produce our products. Hopefully our efforts will lead not only to that end goal, but also perhaps influence some of our peers to do the same."

### CORE ACTIVITIES for Green Wineries

**Recycling.** It is encouraged that highly-visible and well-marked recycling containers be available in all visitor areas. In addition, it is expected that the winery recycle cardboard, plastic, paper, pallets, and any other materials that can be diverted from the landfill. This facility pledges that they:

- Offer the opportunity for guest to recycle glass bottles, plastic bottles, aluminum cans, and paper.
- Recycle steel cans, newspaper, office paper, printer/copy machine toner cartridges, cardboard, fluorescent lamps, batteries, and electronic equipment.

**Waste Reduction.** The winery must be actively working to reduce its solid waste generation. This facility pledges that they:

- Track overall solid waste costs
- Have a numeric goal to reduce overall materials that go to the landfill

#### Fruit Production

- Use locally-produced grapes and materials.

#### Production / Cellar Operations

- Maximized product recovery through line purging and vacuum applications

#### Tasting Room / Food Preparation Areas

- Compost food waste and other compostables
- Use cloth napkins
- Use reusable coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles

#### Restrooms

- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper-towels and toilet paper

#### Office

- Remove facility and staff names from junk mail lists when possible



- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

#### Buildings and Grounds

- Use green cleaning products that are dispensed in bulk
- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- Use latex low or no-VOC paints
- Re-use paint thinners
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping

**Minimize the use of disposable food service products.** The winery is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable (in your area!)
- Use compostable food service items and direct this material to available composting operations in your area

**Minimize the use of pesticides, herbicides, fungicides, and fertilizers.** The winery is required to have some sort of plan in place to minimize the use of chemical treatments associated with grape production. These plans should emphasize organics and less toxic substitutes, proper application training, and other practical measures that reduce the amount and toxicity of the chemicals used. This facility pledges that they:

- Commitment to minimize overall use of pesticides, herbicides, fungicides, and fertilizers
- Training staff effectively to use said chemicals correctly and in proper applications
- Minimize use of pesticides through the use of "integrated pest management" (IPM) techniques
- Have a nutrient management plan that minimizes the use of fertilizers
- Use natural fertilizers instead of synthetics
- Use composted production materials for fertilizer

**Use water efficiently.** The facility must have a plan in place and have taken steps toward reducing its water use. This facility pledges that they:

- Track overall water usage and wastewater costs
- Have established a numeric goal to reduce water consumption over time

#### Fruit Production

- Collection of stormwater runoff in retention ponds for irrigational use

#### Production / Cellar / Tasting Rooms

- Assessed production for water-conserving opportunities during cleaning procedures including cleaning of wash tanks, crush pads, barrels, receiving, storage, equipment, and floors

- Perform preventative maintenance to stop drips and leaks
- Have installed:
  - High efficiency dishwashers
  - Low flow toilets (use 1.6 gallons per flush or less)



#### Additional Outdoor Activities

- Have an effective landscape management plan which includes the following:
  - Utilizes native species
  - Utilizes metering and rain gauges
  - Minimizes lawn areas
- Have an effective stormwater management plan which includes the following:
  - Rain gardens
  - Pervious pavement
  - Minimization of impervious areas (paving, concrete, etc.)
- Have installed rain barrels
- Have installed drip line irrigation
- Maintain vegetative buffers around streams and ponds
- Use a nutrient management plan that minimizes the use of fertilizers

**Conserve energy.** The facility must have a plan in place and have taken steps toward reducing its energy use. This facility pledges that they:

- Track overall energy bills
- Have established a numeric goal to reduce energy usage over time
- Calculated the environmental impacts of the facility's energy usage by using a pollution calculator

#### Production / Cellar Operations

- Use caves or other underground facilities for wine storage and/or production
- Wine tanks are fully insulated

#### Tasting Rooms & Offices

##### Heating & Cooling

- Have individual thermostats for each room; ensure they are correctly adjusted
- Have installed ceiling fans
- Regularly perform preventative maintenance on HVAC system
- Keep office doors and windows closed if HVAC system is on

##### Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off light
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent light bulbs in all rooms and canned lighting
- Have adopted a policy/practice to minimize the use of lighting during night cleaning

#### Appliances and Electronic Devices

- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)

#### Wine Shipping / Transportation-related Energy Use

- Considered the impact of shipping wines and worked with shippers to attempt to reduce fuel consumption / emissions (ex. Contracted with shippers who are part of EPA's Smartway program)

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For more information on Philip Carter Winery, see [www.pcwinery.com](http://www.pcwinery.com) or contact Dan Metzger at [dmetzger@pcwinery.com](mailto:dmetzger@pcwinery.com) or 540-364-1203.

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.viriniagreentravel.org](http://www.viriniagreentravel.org) or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



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

