



Whitebarrel Winery
4025 Childress Road
Christiansburg

"We are a Virginia Farm Winery located in the New River Valley."

Green Statement: "Whitebarrel Winery decided to join Virginia Green because we are dedicated to the protecting the environment and building awareness in others to do the same. We thought that Virginia Green is another way to show our commitments. Whitebarrel Winery uses local grapes, both from our vineyards and other Virginia vineyards to produce local wines. We educate our customers about our carbon footprint and our efforts to try to reduce that footprint through our wine classes. All year round, we also offer retail merchandise from local artisans."

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 steels cans, newspaper, office paper, printer/copy machine toner cartridges, cardboard, fluorescent lamps (may be required by law), batteries (may be required by law for NiCad and Lead-Acid), and electronic equipment (may be required by law).

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

- Commits to follow sustainable winegrowing practices of organic farming principles
- Use locally-produced grapes and materials.

Production / Cellar Operations

- Maximized product recovery through line purging and vacuum applications
- Minimized bottle wastes

Tasting Room / Food Preparation Areas

- Recycle fryer grease



- Compost food waste and other compostables
- Have an effective food inventory control system to minimize waste
- 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
- 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
- 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:

- Do not use any disposable containers, dishware, cutlery, or cups
- Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable
- Use compostable food service items on site

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
- Limited use of non-organic pesticides and herbicides

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 wash-down water and using for irrigation
- Natural treatment of production wastewaters for irrigational uses

Production / Cellar / Tasting Rooms

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Use microfiber technology mops
- Have installed:
 - High efficiency dishwashers
 - Low flow faucets and showerheads (use less than 2.5 gallons per minute)
 - 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
- Have an effective stormwater management plan which includes the following:
 - Pervious pavement
 - Minimization of impervious areas (paving, concrete, etc.)

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 had an energy audit to identify efficiency opportunities within the past 12 months

Production / Cellar / Tasting Rooms

- Temperature of wine holding tanks are controlled through a central thermostat system

Tasting Rooms & Offices

Heating & Cooling

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

Lighting

- Use natural lighting
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed compact fluorescent light bulbs in all rooms and canned lighting
- Have installed LED Exit Signs
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas
- 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.)
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used

Building Construction and Renovations

- Are working to or have achieved LEED-EB (existing building) certification through operational changes and renovations

For more information on Whitebarrel Winery, see www.attimowinery.com or contact Rik Obiso at wine@whitebarrel.com or 540-382-7619.

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 or <http://www.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.



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