



## MEDIA RELEASE

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### **Celebrate Earth Month/Day at Flying Goat Tasting Room**

Lompoc, CA (April 9, 2024) - Flying Goat Cellars will host a celebration of "Down to Earth" month throughout April and especially on April 20th from 1-4pm at the Tasting Room. "Down to Earth" is the annual CA Wine Institute campaign that "highlights California's commitment to sustainable viticulture and winemaking through environmental stewardship, economic impact, social equity and community engagement." Flying Goat illustrates its practices toward these goals by hosting its Earth Day celebration at the Tasting Room, located at 1520 E. Chestnut Ct. in Lompoc. The Lompoc Valley Beekeepers Association demonstration bee hive will be there too!

Flying Goat Cellars Tasting Room Ambassadors recently received certificates in the CA Sustainable Winegrowing Ambassador Course and they look forward to sharing their knowledge and the company's best practices with you. The 3 E's often used to explain sustainability are:

- 1) **Environmentally Sound:** This is what usually comes to mind when you think of sustainable agriculture; e.g. drip irrigation, cover crops and solar panels.
- 2) **Socially Equitable:** This is all about taking care of your people and community, e.g. making the area where one does business a better place and improving employees' lives.
- 3) **Economically Sound:** Economic sustainability is often overlooked but equally important. If one can't stay in business, then their operation will not be sustainable!

"Planet vs Plastics" is the theme of Earth Day this year and Flying Goat will be sharing some of its efforts toward that goal. For example, it sources from regenerative and sustainable vineyards and has sustainable practices in the cellar and tasting room. Proprietors Kate Griffith & Norm Yost practice backyard beekeeping, drought tolerant gardening and vermiculture on the home front. They also live and work in the City of Lompoc, known for its sustainable energy, water and wastewater investments.

Founded in 2000, Flying Goat Cellars is known for age worthy fine Pinot Noir and sparkling wine without pretense. The Tasting Room, located at 1520 East Chestnut Court in Lompoc, is open Thursday-Monday 11am-4pm.



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