

MEDIA ADVISORY



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Pollinator Partnership Honors 2022 Monarch Sustainer of the Year Award Winner Jordan Vineyard & Winery

Pollinator Partnership is pleased to present Jordan Vineyard & Winery with the 2022 Monarch Sustainer of the Year Award. This award recognizes a business that has shown exceptional leadership and action in providing habitat and awareness for monarchs along their migratory corridors.

“I am amazed by the commitment of Jordan’s ownership and staff in protecting not just monarch butterflies but all pollinators. They show extreme care and consideration in their approach to incorporating conservation into their farming practices. It is not easy work, but it makes a big difference,” says Kelly Bills, Executive Director for Pollinator Partnership.

Jordan Vineyard & Winery has a long history of integrating conservation practices with their winemaking practices and has demonstrated the importance and practicality of planting pollinator habitats on working lands. With monarch populations continuing to show signs of decline, Jordan Vineyard & Winery has stepped up to the plate by restoring nearly ten acres of non-native grassland to native habitat, and planting over 300 milkweed seeds alongside 2,500 pollinator-friendly, non-invasive plants from 100 species.



An example of Jordan Vineyard & Winery’s exceptional pollinator habitat

In 2019, Brent Young, Jordan’s Director of Agriculture Operations and the rest of the team partnered with Pollinator Partnership to help promote the annual Pollinator Week during the summer vineyard hikes at Jordan. After completing this initiative, and with much success, Jordan decided to take their

pollinator husbandry to the next level. Over the next year, Jordan worked with Pollinator Partnership to create various pollinator sanctuaries across the Jordan Estate. The two organizations selected plants based on a number of factors including the terrain, sun exposure, proximity to watersheds, and which pollinators each habitat would support. While they’ve faced challenges establishing and maintaining the sanctuaries due to weather and the difficulties of the milkweed plant, the Jordan team has continued to refine and improve their practices in efforts to spread awareness about the importance of protecting native pollinators.

“On behalf of the entire Jordan team, we are honored to be the recipients of Pollinator Partnership’s 2022 Monarch Sustainer of the Year Award,” said John Jordan, Chief Executive Officer at Jordan Vineyard & Winery. “As a certified sustainable winery and a Bee Friendly Farming-certified vineyard, protecting the at-risk Western Monarch Butterfly, native bees and other pollinators is a critical part of our land stewardship and sustainability efforts. I’m pleased that our dedicated estate and ranch team, led by Brent Young are being recognized for their diligent efforts to create a thriving environment despite many challenges over the last few years; I hope our actions inspire more landowners across the West to do the same.”

Applications for the 2023 Monarch Sustainer of the Year Award are due December 1, 2023, to info@pollinator.org. Visit <https://www.pollinator.org/monarch/monarch-sustainer-award> for more information.

ABOUT POLLINATOR PARTNERSHIP (P2)

Established in 1997, Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. Pollinator Partnership’s actions for pollinators include education, conservation, restoration, policy, and research. P2’s financial support comes through grants, gifts, memberships and donations from any interested party. Its policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on events during Pollinator Week, visit www.pollinator.org.

ABOUT JORDAN VINEYARD & WINERY

Jordan Vineyard & Winery is inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Under the guidance of second generation proprietor, John Jordan, Jordan Estate is an extension of these traditions, with its iconic chateau, breathtaking views, sustainably farmed vineyards, natural habitat for wildlife and gardens for the chef’s inventive cuisine, offering a distinctive sense of place in Sonoma County wine country. A significant portion of the winery’s revenue funds the [John Jordan Foundation](#), which works to provide disadvantaged youth and young adults with the tools needed to succeed educationally and professionally. Learn more at www.jordanwinery.com.

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