



The Wisconsin Sustainable Business Council is an organization for businesses interested in performance improvements, innovation and competitive advantage.

[GreenMastersProgram.com](http://GreenMastersProgram.com)

For Immediate Release

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### Trout Springs Winery Attains Green Masters Level Status

[**Madison, Wis. (December, 2018)**] – The Wisconsin Sustainable Business Council has named Trout Springs Winery a Green Master within its Green Masters Program. Recognizing sustainable actions by businesses from across the state of Wisconsin, the Green Masters program works to identify businesses that have taken at least one action within each of the nine pillars of ‘sustainability’. Participants in the program (almost 200 in calendar year 2017) receive recognition for their sustainability accomplishments and develop ideas for future sustainability actions.

Since achieving Green Professional status in 2016 by the Green Masters program in Madison, Trout Springs Winery has gone on to receive the 2017 Lake Michigan Business Champions of Conservation Award. Trout Springs is proud to be a leader in the Winery industry with sustainable techniques second to none. It is with great pride that Trout Springs has now been designated with the highest honor from the Wisconsin Sustainable Business Council as a 2018 Green Masters level company.

Located near Wayside, Wisconsin TSW is owned by Steve and Andrea DeBaker and is a division of Branch River Farms, Wisconsin’s only licensed private fish hatchery, plant nursery, and winery under one roof. From 1995 to 2005, Steve -- full time electrician and self-educated entrepreneur, and wife Andrea, winery manager -- transformed their five-acre horse pasture into a vineyard, and has continued to expand and refine their operations ever since. They’ve installed many energy-saving and energy-producing systems to meet their energy needs and reduced their carbon emissions by 68%. In 2016, TSW was granted Green Masters Program Certification from the Wisconsin Sustainable Business Council. Steve spear-headed the effort to establish the Wisconsin Ledge AVA(American Viticultural Area) in 2005. Then in 2009, with help from Eric Fowle of the East Central Wisconsin Regional Planning Commission, the final petition was granted full status in 2012 after 7 long years, as the 203<sup>rd</sup> AVA in the United States. Their help included GIS mapping, and



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formatting of the petition. This AVA covers 3800square miles in northeast and east central Wisconsin along the Niagara Escarpment. It is the 12<sup>th</sup> largest in the nation, with just under 2.5 million acres, 11 counties, and 20 bonded wineries.

The Green Masters Program is an objective, points-based recognition and assessment program that enables Wisconsin businesses of all sizes and from any sector to join a group of like-minded companies that are on the road to sustainability. The program has established three levels of participation: Green Apprentice, Green Professional, and Green Master. Trout Springs joined the program as a Green Professional in 2016. Each year at the Wisconsin Sustainable Business Conference, the top 20 percent of companies that applied during the calendar year are identified and recognized as the Green Masters level companies for the year.

“Trout Springs Winery has implemented creative strategies which define them as a leader in sustainability,” says Tom Eggert, Executive Director of the WI Sustainable Business Council. “Trout Springs has made going green personal in terms of their strategy. They’ve adopted environmental and social programs that benefit their community, employees, and their customers.”

The WI Sustainable Business Council is a network of Wisconsin businesses that are leaders in integrating principles of sustainability into business operations. The business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Wisconsin businesses are playing a leadership role in not only ensuring the protection and preservation of our natural resources but in creating a vibrant and growing economy. The Council provides best-in-class sustainability resources and brings businesses together to share knowledge, experiences and tools. Find us on the web at [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)



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