

Values Test

Checking Your Values - A Five-Step Test

Honesty and sincerity are keys to a successful community relations strategy.

Paso Robles Vintners and Growers Associations developed a five-way test for upholding member values and standards:

- Am I producing the best quality wine and/or grapes possible?

- Am I respecting the environment and using our natural resources wisely?

- Have I considered my impact on our industry and my neighbors?

- Am I doing my part to give back to the community?

- Are high ethical standards being practiced in my place of business?