

The gold standard: Troon Vineyard becomes the world's 2nd Gold Regenerative Organic Certified vineyard

Certification underscores Troon's commitment to sustainability in all forms and belief that grapes from healthy soil make exceptional wines

APPLEGATE VALLEY, Ore. (March 7, 2023)—Southern Oregon's [Troon Vineyard](#) is the second vineyard in the world — and the fourth company overall — to receive the [Regenerative Organic Alliance's](#) Regenerative Organic Certified Gold designation. It will also be the first winery to release a wine with the Regenerative Organic Certified Gold logo.

The Regenerative Organic Certified program is a rigorous agriculture certification that requires farms to increase soil health, provide excellent working conditions for employees and treat animals in fair and humane ways. Growers must also maintain organic certification.

"Since Denise and I have been the stewards of Troon Vineyard, we have focused on returning to farming the way our ancestors farmed. As an organization, we strive to develop an environment where everything, plants, microorganisms, animals, and humans can thrive equitably. The ROC Gold certification confirms we are on the right path," said proprietor Dr. Bryan White.

Once brands are certified, they don't get to rest on their laurels, said Troon General Manager Craig Camp. "Part of the idea behind the Regenerative Organic Certified program is that you're constantly improving. You can start with bronze, but they expect you to progress to silver and gold."

Since becoming the second vineyard globally to achieve the ROC certification in 2021, building on the foundation they established when they became Demeter Biodynamic® certified in 2020, Troon has seen continued improvements in soil organic matter, plant health, and must chemistry. They continue to monitor and report improvements in its soil health, including how much carbon it is sequestering in the soil. Trapping carbon is a major benefit to the focus on soil, along with better water retention and increased microbial activity. It is also a critical step in the fight against climate change.

In February, Troon became the world's first farm to receive the [Equitable Food Initiative's ERGO Certification](#), which is designed to ensure fair and safe conditions for workers on smaller farms. The certification showed significant progress on the worker rights leg of the Regenerative Organic Certified stool and resulted in the elevation to the Gold level.

This milestone is extremely meaningful to Camp. "Like our Biodynamic certification, this achievement was a complete team effort with everyone focused on not only our mission to constantly improve our wines and produce but to convince other farmers that the results are worth the effort. Regenerative agriculture is not only good for the Earth but is a sustainable business model. The ROC slogan is 'farm like the Earth depends on it.' It does and we do."

The Regenerative Organic Certified Gold label will appear on all 2021 and 2022 vintage wines. Releases of these wines will begin in the coming weeks and will include their *Piquette!* sparkling wine, Kubli Bench Rosé, Kubli Bench Amber, and Glou Glou Grenache.

California's Tablas Creek Vineyard was the first winery to become Regenerative Organic Certified Gold. The other two brands are Abundant Harvest Organics and Guayaki Latin America S.A.

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About Troon Vineyard: Troon Vineyard is a certified biodynamic and gold-level Regenerative Organic Certified diversified farm in Southern Oregon's Applegate Valley. The company's mission is to naturally craft wines designed to bring pleasure to your life and reflect the terroir of where they are grown. Troon's exclusive focus is on biodynamically grown grapes from France's Rhône Valley and Southern France. The winemaking team works with twenty of these varieties to craft still and sparkling wines using minimal intervention practices.