



## FOR IMMEDIATE RELEASE

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## What Does Social and Environmental Responsibility Mean in the Wine Industry?

Lumos Wine Co. sets a new bar for industry with first Food Alliance certification for vineyards and winery.

**Portland, Oregon:** The non-profit Food Alliance today announced that it has certified Temperance Hill Vineyard, Wren Vineyard, and the Lumos Wine Company under standards for social and environmental responsibility. The vineyards have been audited for safe and fair working conditions, soil and water conservation, pest management, nutrient management, protection of wildlife habitat and other agricultural concerns. The winery has been audited for safe and fair working conditions, conservation of energy and water, waste management, elimination of toxic and hazardous materials, and other facility management concerns.

A number of winegrape growers have pursued Organic, Biodynamic, LIVE, Salmon Safe or other certifications addressing growing practices and related environmental outcomes. Some wineries have also independently pursued sustainability goals by taking steps to reduce resource consumption or promote conservation. The Lumos Wine Company, however, is the first winemaker to address sustainability holistically, with audits of the vineyards and the winery, and for social as well as environmental issues.

With this step, the Lumos Wine Company shows its concern not only for how grapes are grown but for how wine ends up in the bottle, and concern not only for the environment, but also for the wellbeing of the people whose hands help determine the quality of the final product.

"We're interested in looking at the whole system," says Dai Crisp, co-owner of Lumos and vineyard manager. "Sustainability is critical for the people and the land. Businesses are about the people involved and if you take care of your people they are invested in what you are doing. And if you manage the land sustainably you can minimize exposure to chemicals for the people and the fruit. That is why we use natural materials and a whole systems approach in the vineyard. We farm in a way that cycles the nutrients back into the ground and that has an impact on fruit quality. That's important because wine is food."

"I've managed our vineyards according to organic principles for many years," says Dai. "One of the things that intrigued us about Food Alliance was that they address the question of labor which isn't a part of most of the other certification programs out there. You can't make wine without people in the vineyard. Many people view farm labor as unskilled. That just isn't the case. Our crew is a highly skilled workforce that is in the vineyard from December to October in every kind of weather. The Food Alliance certification recognizes the importance of taking good care of the people and it also addresses environmental concerns both on the farm and in the winery."

"In the wine industry, so much of the conversation is about your personal experience with the wine," says Food Alliance executive director Scott Exo. "It's wonderful to see people like Dai who are thinking outside the bottle, and who want to cultivate a broader appreciation of the skilled and sometimes very hard physical work that goes into stewarding a particular piece of land, tending the grapes, and making better wines. It's important when someone who is so well known for quality stands up and says 'I also want to be held accountable for how well I treat the people who work for me and for my impact on the environment.' Dai is really expanding the notion of quality."

The Lumos winery is located in a 4,000 square foot facility in McMinnville, Oregon. The Wren Vineyard is Dai Crisp's 100-acre family farm, planted with 10.5 acres in Pommard pinot noir, pinot gris and Dijon clone 76 chardonnay. The Temperance Hill Vineyard is a 200-acre property in the west Eola Hills, half of which is planted in wine grapes - 75% pinot noir and the remainder in white wine varieties. Fruit from Temperance Hill supplies 25 winemakers, including St. Innocent, Panther Creek, R. Stuart & Co., Torii Mor, Adelsheim, Evesham Wood, Elk Cove, and others.

### About Food Alliance

Food Alliance is a non-profit organization founded in 1997 that certifies farms, ranches, food processors and distributors for sustainable agriculture and production practices. Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, use certification to make credible claims for social and environmental responsibility, differentiating their products and strengthening their brands. There are over 320 Food Alliance certified farms and ranches in 23 United States, Canada, and Mexico. These producers manage over 5.6 million acres of range and farm land, raising beef, lamb, pork, dairy products, wheat, and a wide variety of fruits and vegetables. For more information visit: [www.foodalliance.org](http://www.foodalliance.org)

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