

OREGON WINE




SYMPOSIUM

February 3 & 4, 2025

Regenerative Organic Certification

Cultivating Ecosystem Vitality

PROGRAM
PRODUCER **oregon**
wine BOARD

TRADE SHOW
PRODUCER 

Oregon
Winegrowers
ASSOCIATION EST. 1916

PRESENTER Logo Here



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Garrett Long

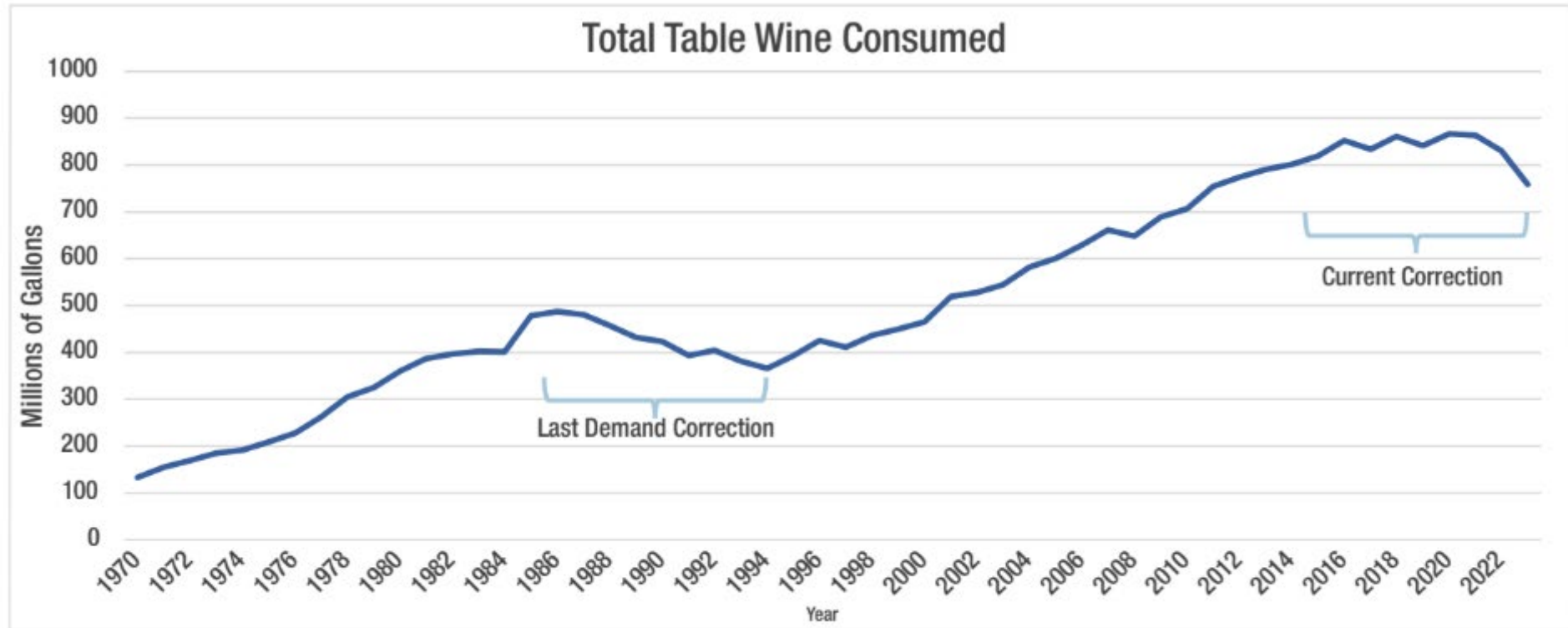
Troon Vineyard

garrett@troonvineyard.com



Examining the market

88% of US wine, by volume, is consumed domestically (IWSR)

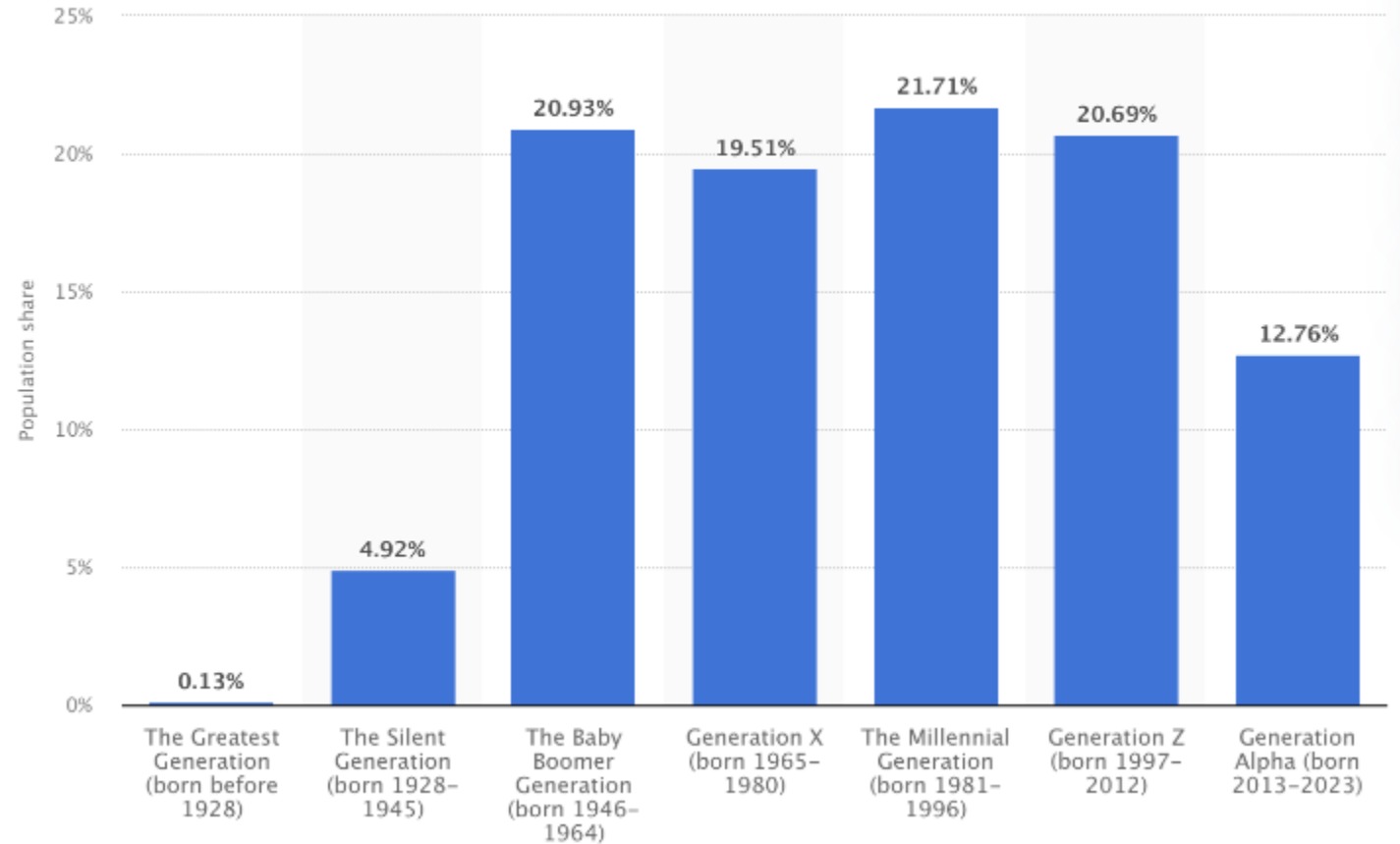


Source: CA Wine Institute

Silicon Valley Bank 'State of the US Wine Industry'

Demographics

- In 2023, Millennials and Gen Z made up **42.4%** of the US population .

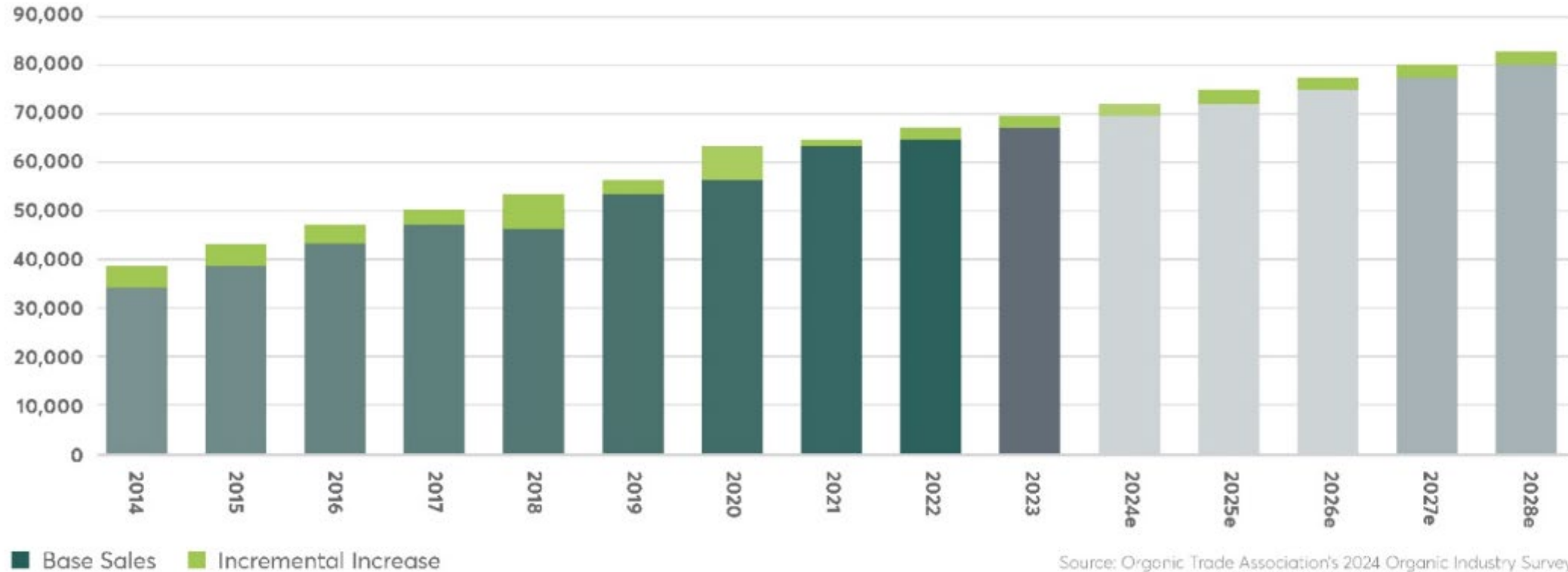


Population distribution in the United States in 2023, by generation

Statista

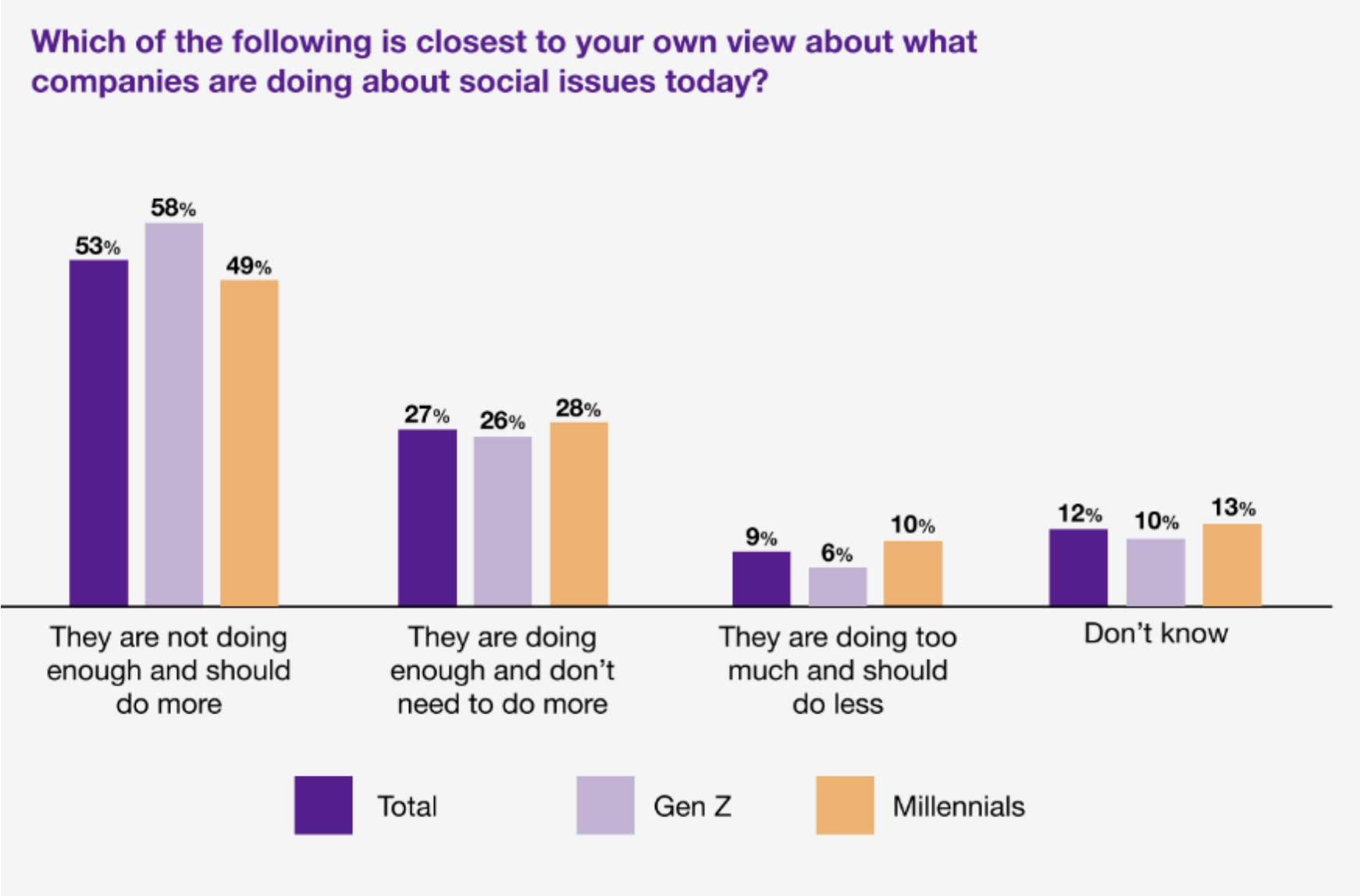
Examining the market

Total U.S. Organic Sales & Growth, 2014–2028e



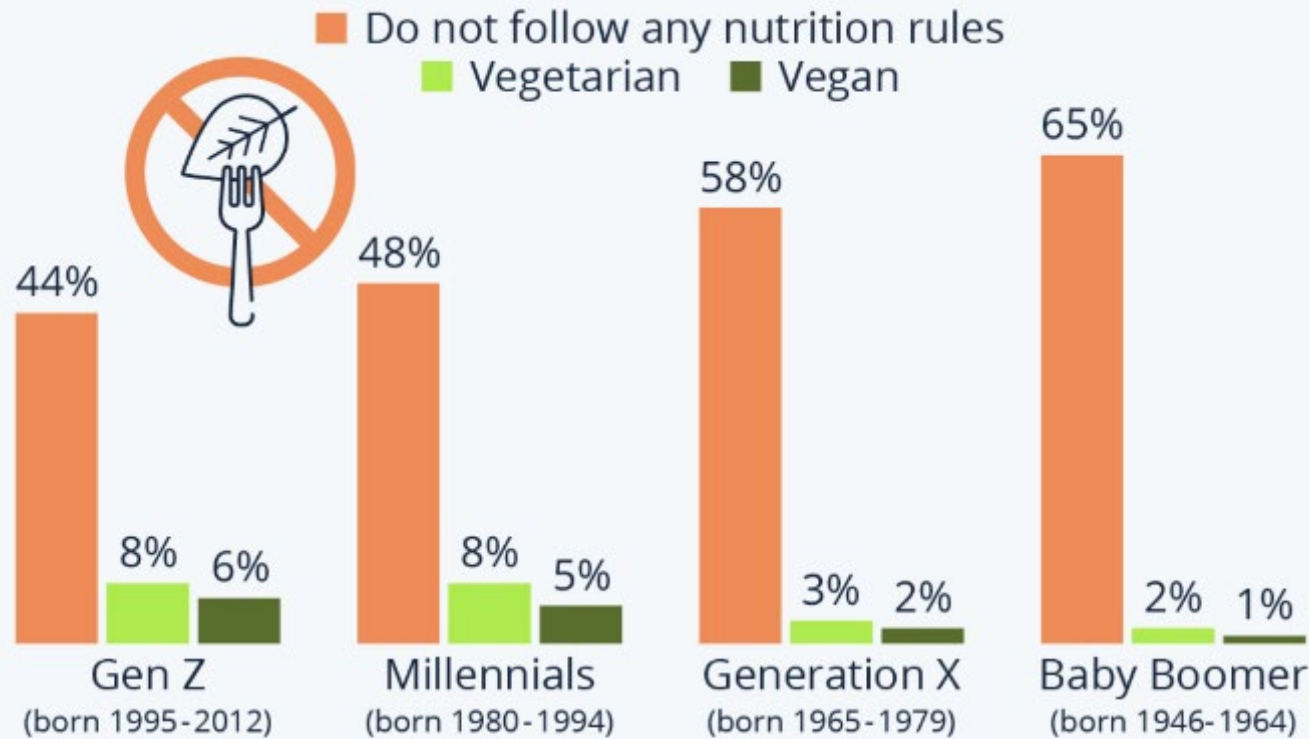
Source: Organic Trade Association's 2024 Organic Industry Survey conducted 12/20/2023–3/29/2024 (\$mil, consumer sales).

Examining the market



Meat & Fish Remain on the Menu for Most Americans

Share of U.S. respondents that are vegetarian, vegan or do not follow any nutrition rules, by generation



10,085 U.S. adults (18-64 y/o) surveyed Jul. 2023-Jun. 2024

Source: Statista Consumer Insights



statista

OREGON WINE
SYMPOSIUM
PORTLAND

A close-up photograph of cotton bolls on a branch. The bolls are white and fluffy, with some showing the brown, dried husks. The background is a soft-focus field of cotton plants under a clear blue sky.

Regenerative Organic Certified® is a revolutionary new label that ensures soil health, animal welfare, and worker fairness.

The Regenerative Organic Alliance created Regenerative Organic Certified® because we believe it's time to make clear, calculated changes to our food and fiber systems.

The Three Pillars of



SOIL HEALTH

- Increase Soil Organic Matter
- Enhance Biodiversity
- Protect Water Systems
- Minimize Tillage
- Cover Crops and Crop Rotations
- Livestock Integration
- No GMOs, Gene Editing, or Hydroponics
- No Synthetic Inputs



ANIMAL WELFARE

- No CAFOs
- Grass-Fed / Pasture-Raised
- Suitable Shelter
- Limited Transport
- The Five Freedoms:
 - to express normal species behavior
 - from discomfort
 - from fear and distress
 - from hunger
 - from pain, injury, and disease



SOCIAL FAIRNESS

- Fair Payments for Farmers
- Long Term Commitments from Buyers
- Living Wages for Workers
- Good Working Conditions
- Freedom of Association and Democratic Processes
- Transparency and Accountability
- No Labor Trafficking
- No Child Labor

The 3 Levels of Regenerative Organic Certified®



WHERE WE ARE TODAY



18.4M+ ACRES
CERTIFIED



63.5K+ FARMS
AND SMALLHOLDER
FARMERS



496 TYPES OF
ROCTM CROPS



233 BRANDS
LICENSED

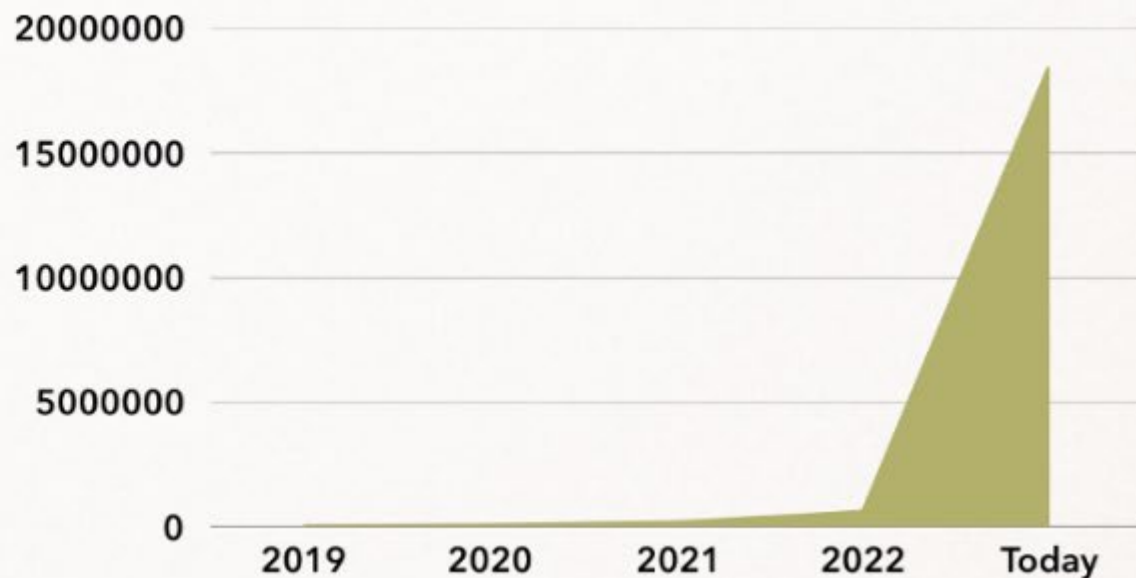


2,040 ROCTM
PRODUCTS

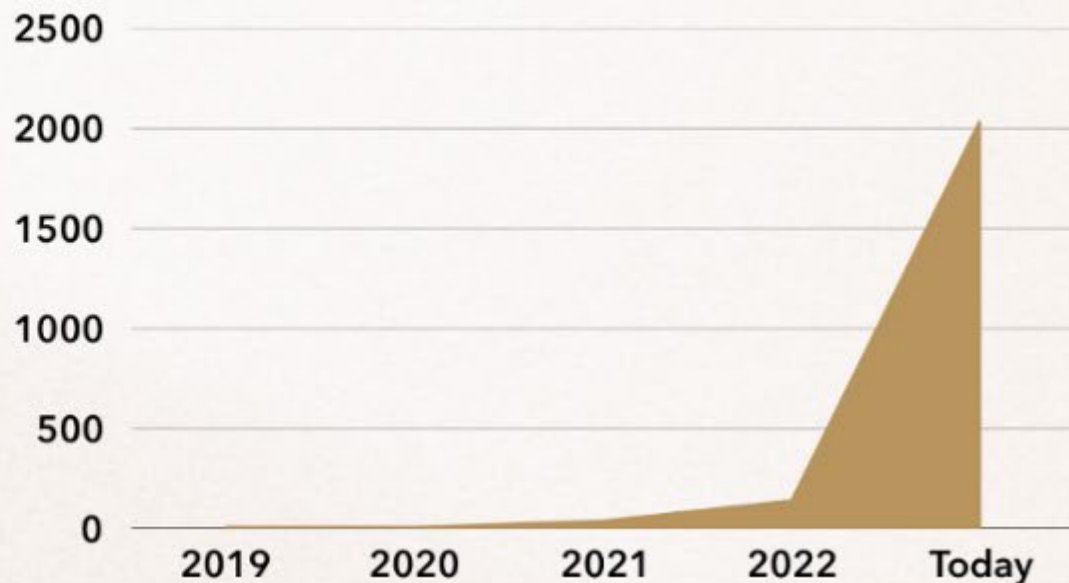


25% SALES
GROWTH YoY

Regenerative Organic Certified® Acres



Regenerative Organic Certified® Products in the Marketplace



Sustainable Products Show Mixed Results

Consumers are buying sustainable products-but not uniformly. However, when looking at units, Labeled Grass Fed, Labeled Pasture Raised and Regenerative Organic Certified® are seeing strong unit growth

+12% U | \$170M

Regenerative Organic Certified®

+25% U | \$2B

Labeled Grass Fed

+19% U | \$2B

Labeled Pasture Raised

+9% U | \$3B

Labeled Animal Welfare

+9% U | \$836M

Certified Detox Project -
Glyphosate Residue Free

+5% U | \$7B

Labeled No Antibiotics
Added

+2% U | \$44B

Certified Non-GMO Project
Verified

+1% U | \$32B

Labeled Organic

+0% U | \$66M

Certified Upcycled

-1% U | \$14B

Certified B Corp

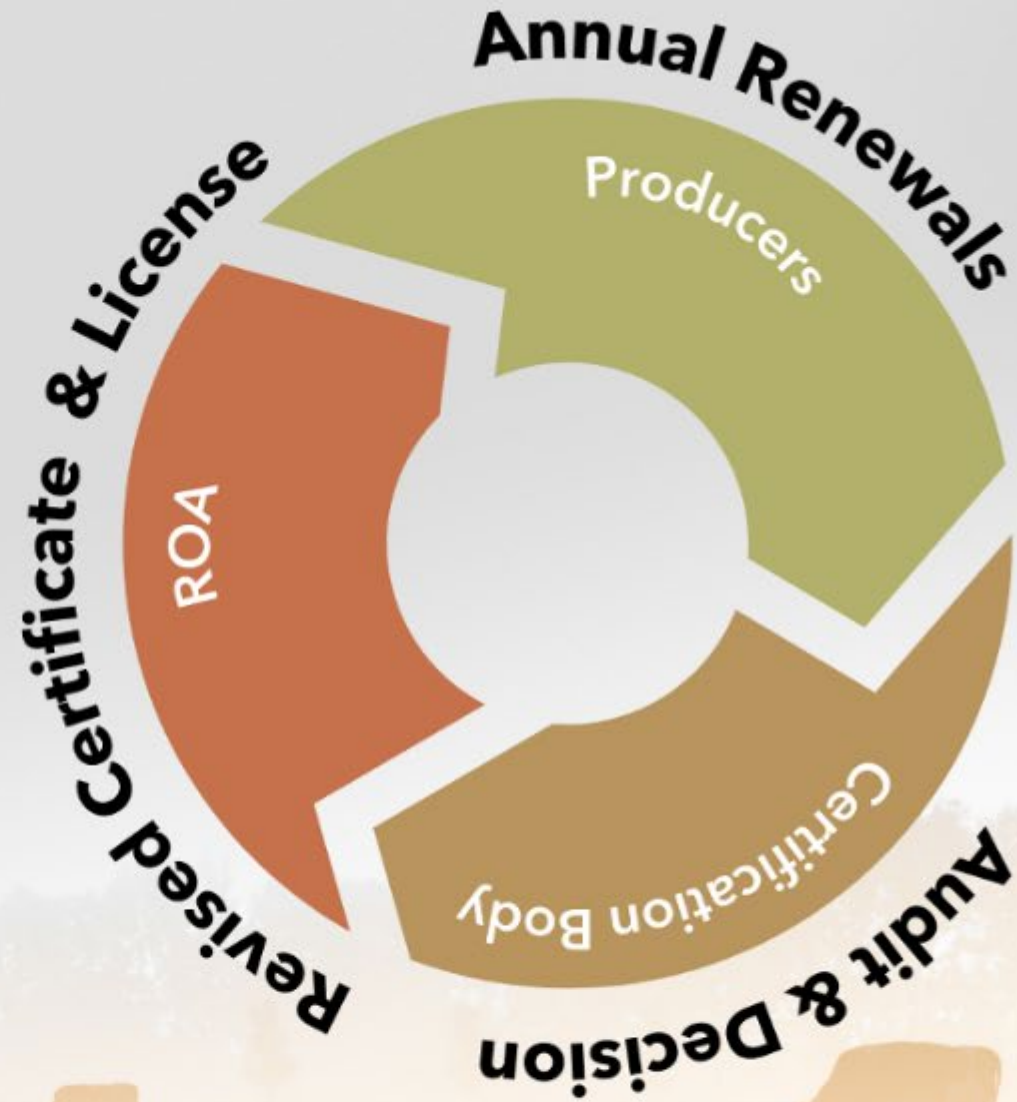
-11% U | \$70M

Certified Fair Trade USA

-14% U | \$828M

Certified Plant Based Foods
Association

Maintain Status and Improve



A Farm's Road to ROC™

1. Submit an initial online application at [RegenOrganic.org](https://www.RegenOrganic.org)
2. Prepare your Regenerative Organic System Plan
3. Get paired with a Certifying Body
4. On-Site Audit is Performed
5. Final Review by Certifying Body
6. Get Regenerative Organic Certified™
7. Continue working with your CB
8. Annual renewal process



Certification Costs

Application Fee

\$350-\$1000

depending on operation
type and size

CB Costs

Determined by the certifying body
based on operation pillars, location,
size and complexity.

Annual Fee

\$250 < \$ 1 mm annual sales or
\$500 > \$ 1 mm annual sales



Ambar Estate

Pam Turner, Co-Owner

The Willamette Valley's First Regenerative Organic Certified® Vineyard

AVA: Dundee Hills

Vineyard: 20 acre property, ~13 planted

Soils: Jory (11.63acre), Melbourne (1.1acre)

Rootstocks: 3309, 101-14, Riparia Glorie

Chardonnay: 6.57 acres planted

Clones: 76, 95, 548

Pinot Noir: 6 acres planted

Clones: Pommard, La Tache, Wadenswil, 115, 667, 777

Pinot Meunier: .15 acres planted

Clones: 5

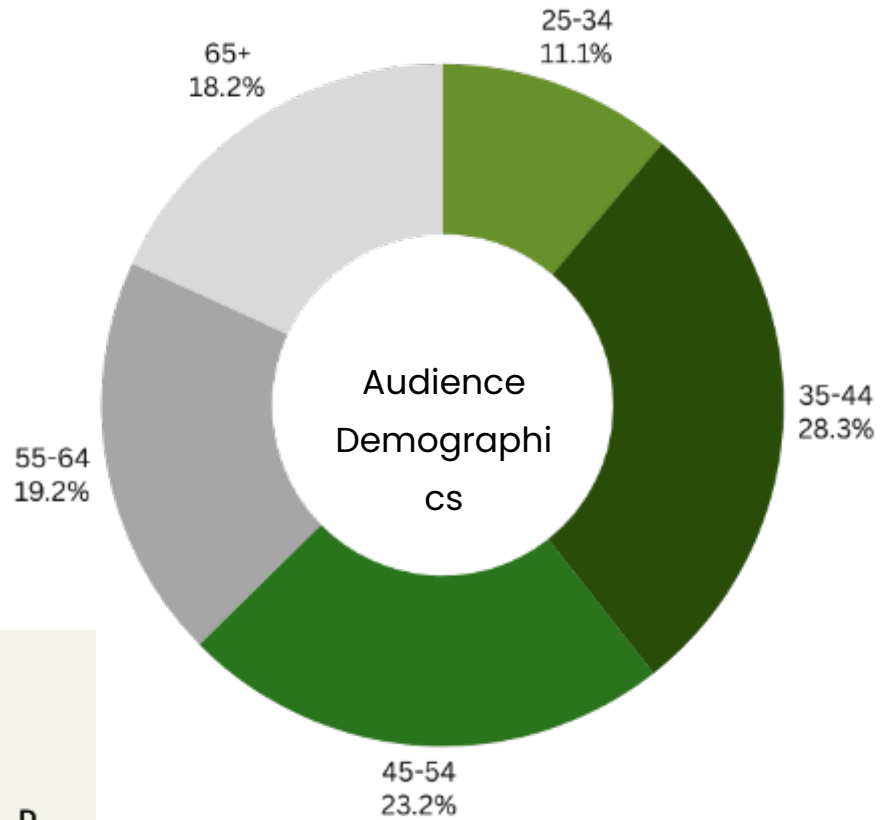


A M B A R



Market Response

- Predominantly millennial audience
- Value-driven consumers
- Consistent repeat purchasers





Get in Touch

Instagram

 @Ambarestate

E-mail

 Info@ambarestate.com

Telephone

 503 - 687 - 4992

Website

Ambarestate.com





TROON VINEYARD

— & FARM —



2016



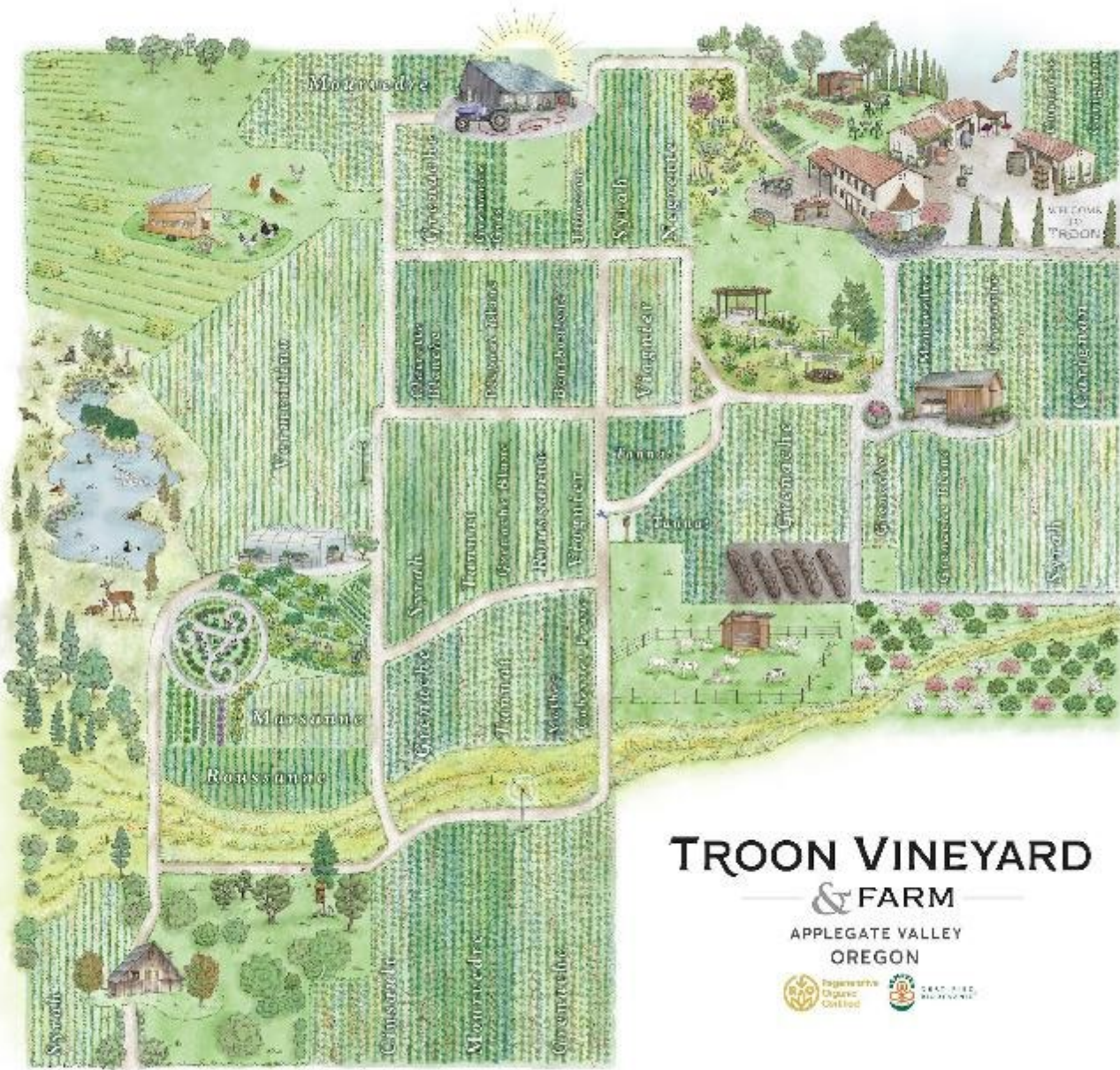
TROON VINEYARD
& FARM

 OREGON WINE
SYMPOSIUM
PORTLAND



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& FARM

 OREGON WINE
SYMPOSIUM
PORTLAND



**TROON VINEYARD
& FARM**
APLEGATE VALLEY
OREGON



CCOF

Certification Services, LLC

TROON VINEYARD

1475 Kubli Road
Grants Pass, OR 97527 US

Certified to the USDA organic regulations, 7 CFR
Part 205 for the following scope(s)/categories:

Crops (09/09/2020), Handling (08/27/2019), Livestock (08/30/2021)

Effective Date:
August 27, 2019

Once certified, a production or handling operation's organic certification continues in effect until surrendered, suspended or revoked. Anniversary Date: Certified operations are required to submit annual updates to CCOF by January 1 of each year.

Information regarding products, crops, parcels, etc., is available on the CCOF Client Profile.

Client Code: al645

CCOF certified since: 08/27/2019

Issue Date: 06/23/2022



A handwritten signature in black ink that reads "April Crittenden".

April Crittenden
Chief Certification Officer

Additional information and a directory of certified operations available from CCOF at www.ccof.org.
Use MyCCOF: Supplier Management to track current certification status and access certificates directly.
Visit www.ccof.org/myccof to sign up.

08-G-02, VA, 12/17/13

2020-101104-0003

2155 Delaware Avenue, Suite 150, Seale Crest, CA 95060 • (831) 425-2303 • fax (831) 425-4528 • ccof@ccof.org • www.ccof.org

TROON VINEYARD
& FARM



OREGON WINE
SYMPOSIUM
PORTLAND



DEMETER ASSOCIATION, INC.

herby certifies that

TROON VINEYARD
of Grants Pass, OR
Operated by Craig Camp
1475 Kiddi Road
Grants Pass, OR 97527

is a DEMETER CERTIFIED IN-CONVERSION TO BIODYNAMIC® FARM
according to the Demeter US standards.

Scope of Certification: Crops
Certified Production: Per Attached Product Profile

Only the products listed on the attached Product Profile are eligible to carry the
Demeter and Biodynamic certification marks. Rights to use of certification marks
are contracted annually and are not transferable.

Effective Dates: January 1, 2022 to September 8, 2023

Issue Date: JANUARY 1, 2022

Certification ID#: BDF663R022

Authorized by:

Sarah Rhyndak, Member Service Coordinator

For further information, contact Demeter Association, Inc.
Phone: (541) 535-7148 Email: info@demeter-usa.org www.demeter-usa.org



DEMETER ASSOCIATION, INC.

herby certifies that

TROON VINEYARD
of Grants Pass, OR
Operated by Craig Camp
1475 Kiddi Road
Grants Pass, OR 97527

is a DEMETER CERTIFIED BIODYNAMIC® HANDLER
according to the Demeter US standards.

Scope of Certification: Handling
Certified Production: Per Attached Product Profile

Only the products listed on the attached Product Profile are eligible to carry the
Demeter and Biodynamic certification marks. Rights to use of certification marks
are contracted annually and are not transferable.

Effective Dates: January 1, 2022 to March 1, 2023

Issue Date: JANUARY 1, 2022

Certification ID#: BDF663R022

Authorized by:

Sarah Rhyndak, Member Service Coordinator

For further information, contact Demeter Association, Inc.
Phone: (541) 535-7148 Email: info@demeter-usa.org www.demeter-usa.org



Certificate

2022/2023

Demeter Association, Inc. in Grants Pass is a member of Biodynamic Production - Demeter International
a.k.a. the holder of the Demeter® and Biodynamic® trademarks and therefore authorized to carry out certification of
Demeter Members in the United States.

Troon Vineyard

1475 Kiddi Road
Grants Pass Oregon 97527

United States

0000002922

Based on annual inspections to the International Demeter Biodynamic Standard and any applicable national
standards, I confirm certification of the organization listed in the following section:

Agricultural production, On-farm processing

The organization listed below is their products Demeter® and Biodynamic® according to the
International Demeter Labeling Standards. The scope, harvest, processing and products indicated in the
attached file.

Certified on: 01/01/2022, 03/01/2023

Certified by: Sarah Rhyndak

Issued by: Sarah Rhyndak on 01/01/2022

Expiry date: 06/30/2023



Page 1/3

Demeter Association, Inc.
PO Box 1999 - Grants Pass Oregon - USA - 97527
phone (541) 535-7148 - email info@demeter-usa.org

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Regenerative
Organic
Certified*

Troon Vineyard

1475 Kubli Rd
Grants Pass, Oregon 97527 United States

The above named operation has been audited and assessed
under the **Regenerative Organic Certified®** Framework
and has achieved:

GOLD LEVEL

for the following pillars:

- ✓ Soil Health and Land Management
- ✓ Farmer and Worker Fairness

CERTIFIED CROPS AND LOCATIONS: See Client Profile

CERTIFYING BODY: California Certified Organic Farmers (CCOF)

CERTIFIED SINCE: 03 Mar 2021

CERTIFICATE ISSUE DATE: 29 Jan 2024

ANNIVERSARY DATE: Operations must submit annual updates according
to program rules.

CERTIFICATE NUMBER: ROC0221-0170

Once certified an operation's certification continues in effect until surrendered, suspended, or
revoked, provided that the above-mentioned client continues meeting the conditions as laid
down in the client contract with ROA and Certifying Body.

AUTHORIZED BY:

Elizabeth Whitlow

Elizabeth Whitlow, Executive Director

TROON VINEYARD
& FARM



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PORTLAND

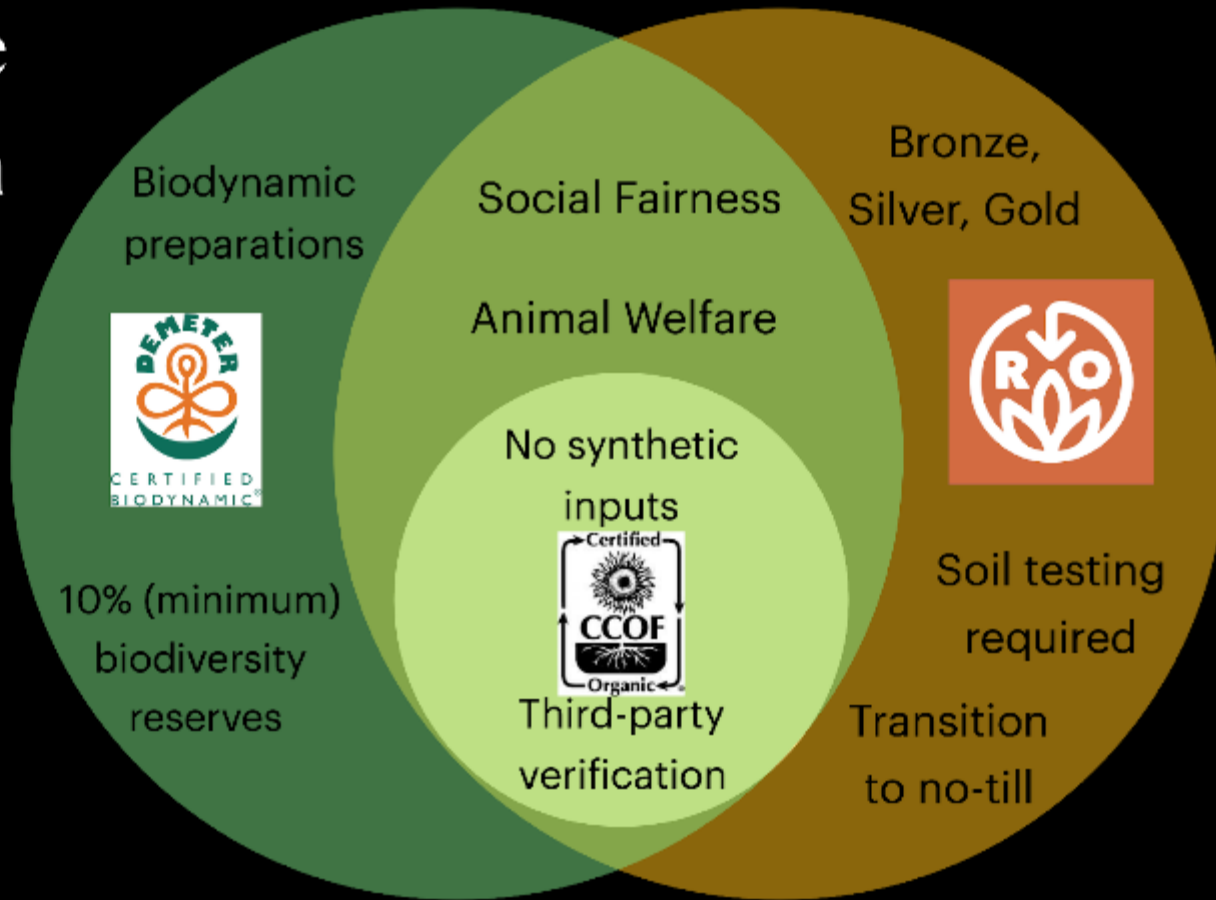


Regenerative
Organic
Certified™

Regenerative Certification Options

“Regenerative”

- LIVE
- Regenified
- Land-to-Market
- Greenwashed corporate initiatives





CERTIFICATE

Equitable Food Initiative (EFI) does hereby affirm that an independent assessment has been conducted of:

Troon Vineyard

1475 Kubli Road, Grants Pass, OR 97527

EFI has verified this entity's compliance with the following Standards(s) (and the indicators therein):
ERGO Certification Program Requirements v1.0

ID #: EFI-ERGO-23001

Valid Through March 6, 2024

January 2023

Peter O'Driscoll
Executive Director
Equitable Food Initiative
200 Massachusetts Ave. NW #700
Washington, DC 20001
202.730.6672



\$.32

Oregon State Farming Cost Estimates

- \$7500 to \$8000 an acre for a mature vineyard
- BD/ROC increases costs by 20% to 30%





2023

TROON VINEYARD

APPLEGATE VALLEY · OREGON

DRUID'S RED

biodynamic® blend

BIODYNAMIC® WINE

TROON VINEYARD

APPLEGATE VALLEY RED WINE

grenache 40%, syrah 30%, mourvèdre 20%, cinsault 10%

The Druids were spiritually connected to the natural world, and the Druid's Spiral represents those life forces expressed in our Demeter Biodynamic® and Regenerative Organic Gold Certified® wines. Each vintage is unique, and our estate-grown Oregon Biodynamic® blends change vintage-to-vintage, expressing the natural cycles of life on our farm.

Ingredients: Biodynamic organic grapes, minimum effective sulfites at bottling.

GROWN, PRODUCED & BOTTLED BY TROON VINEYARD, 1475 KUBLI ROAD, GRANTS PASS, OR

541-846-9900 troonvineyard.com

Made with organically grown grapes certified organic by CCOF | Made with Biodynamic Grapes



750ml CONTAINS SULFITES ALC. 13.9% BY VOL.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. **CA CRV**

TROON VINEYARD
& FARM



OREGON WINE
SYMPOSIUM
PORTLAND



Clearly, viticulture presents different challenges in different places. If the climate is arid, with little growing season rainfall, then these are different to viticulture in cool, damp climates. Thus there can be no recipe. Instead, regenerative farming is the use of a toolkit of approaches directed towards a common goal of creating living, working soils, and farming in way that is truly sustainable. Part of that sustainability will be financial, too: as the saying goes, you can't be green if you are in the red. Growers need to get a decent yield of healthy grapes and this isn't negotiable if they are to survive.

Regenerative Viticulture: What Is I...
wineanorak.com

Regenerative Farming Practices

Leigh Bartholomew, Director of Viticulture



RESULTS™
PARTNERS

vineyard development & management

Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

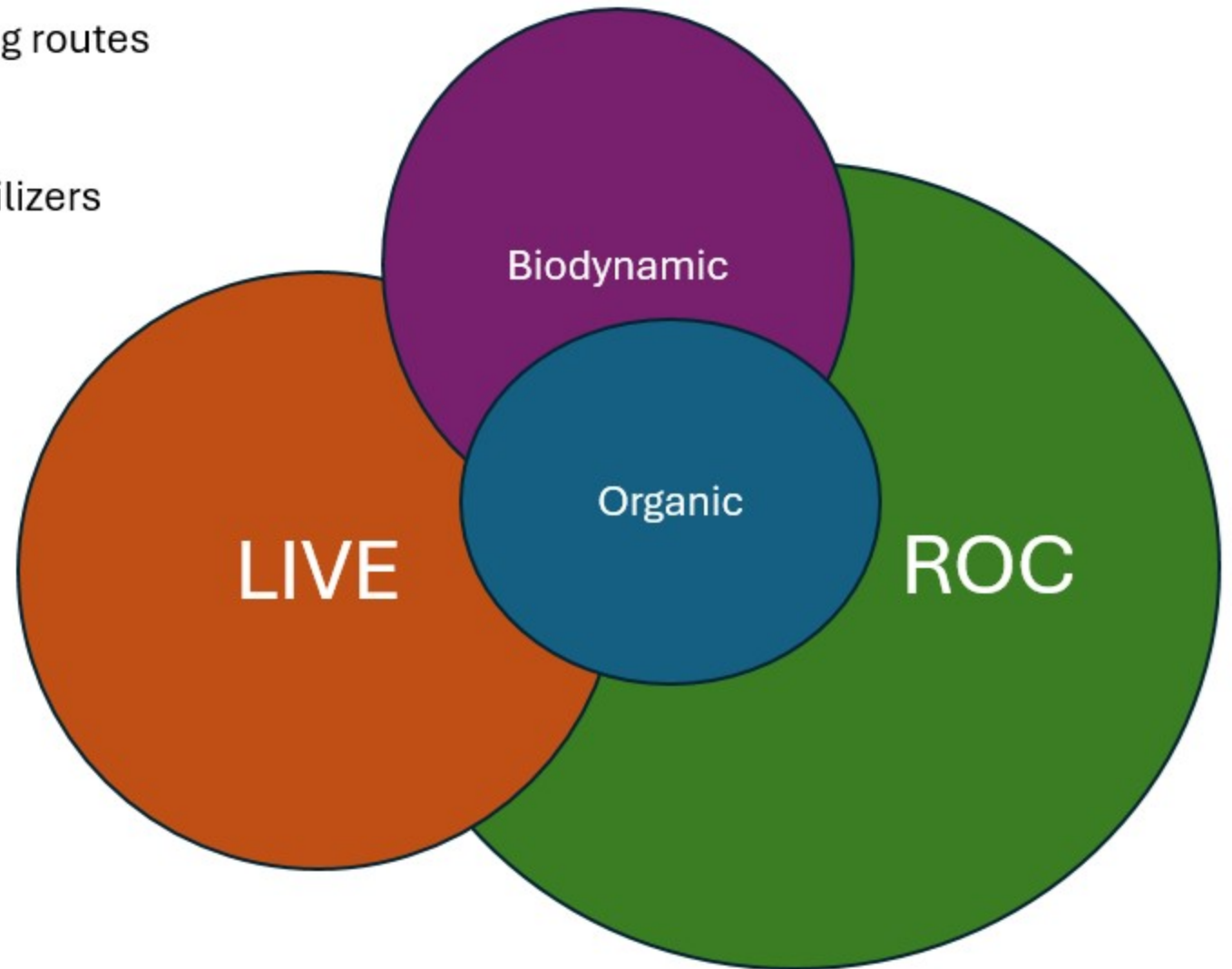
Overlapping priorities with all the certifying routes

Ecosystem health

Biodiversity

Non synthetic fungicide and fertilizers

Soil health



Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

But first you must know what you are starting with.

Flora and Fauna Tracker



Regenerative Organic System Plan (ROSP) Native Flora and Fauna Tracker

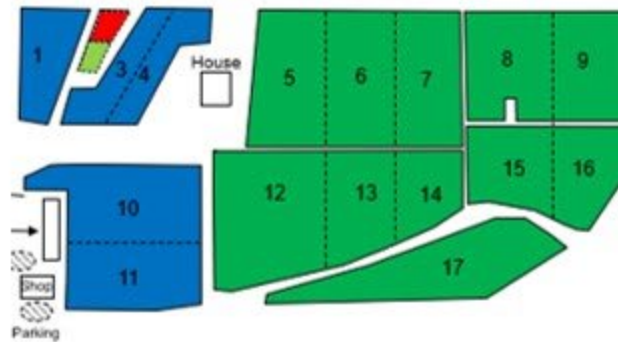
Please record current knowledge about native flora and fauna found on your farm and continue to update with new observations as they occur. Migratory species can be included. Doing so helps measure biodiversity, habitat, and natural resource conservation on your farm.

| Operation Name and Date | Ambar Estate | | | | | |
|---------------------------------|--------------|-----------|-------------------|-----------------|-----------|-------|
| Animal/Plant | Group | Subgroup | Common Name | Population Size | Date | Notes |
| 1. Blackberries | Rubus | Rubus | Wineberry | Extensive | 6/28/2022 | |
| 2. <i>Carduus pycnocephalus</i> | Asteraceae | | Italian Thistle | Periodic | 6/28/2022 | |
| 3. <i>Cirsium arvense</i> | Asteraceae | Cirsium | Canada Thistle | Periodic | 6/28/2022 | |
| 4. Trifolium | Fabaceae | Trifoleae | Clover | Extensive | 6/28/2022 | |
| 5. Cardamine | Cardamine | | Harsh Bitterness | Periodic | 4/12/2022 | |
| 6. <i>Daucus carota</i> | Apiaceae | | Wineberry | Periodic | 4/12/2022 | |
| 7. <i>Lamium purpureum</i> | Lamiaceae | | Purple deadnettle | Extensive | 4/12/2022 | |

Tillage Tracker

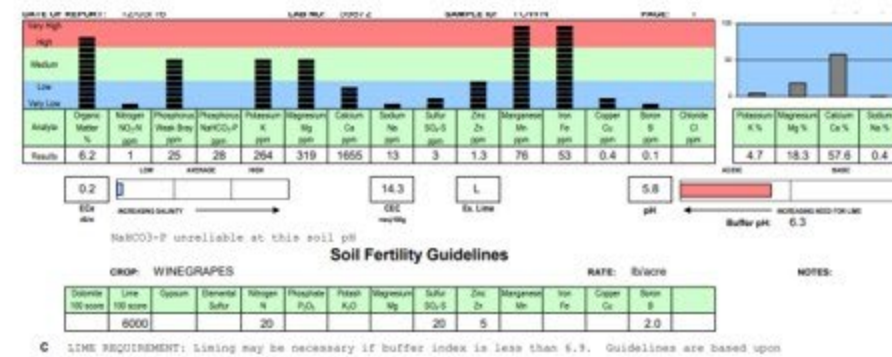
24

- 100% cultivado (1.2% of vineyard)
- 50% Uno si Uno No (22.2% of vineyard)
- No Cultivation (76.5% of vineyard)



Non Cultivated Land = 87.7% of farmed area

Soil Testing



NOTES: LIME REQUIREMENT: Lining may be necessary if buffer index is less than 5.9. Guidelines are based upon

Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

Increase in Ecosystem Diversity and Health



Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

Minimize soil disturbance



Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

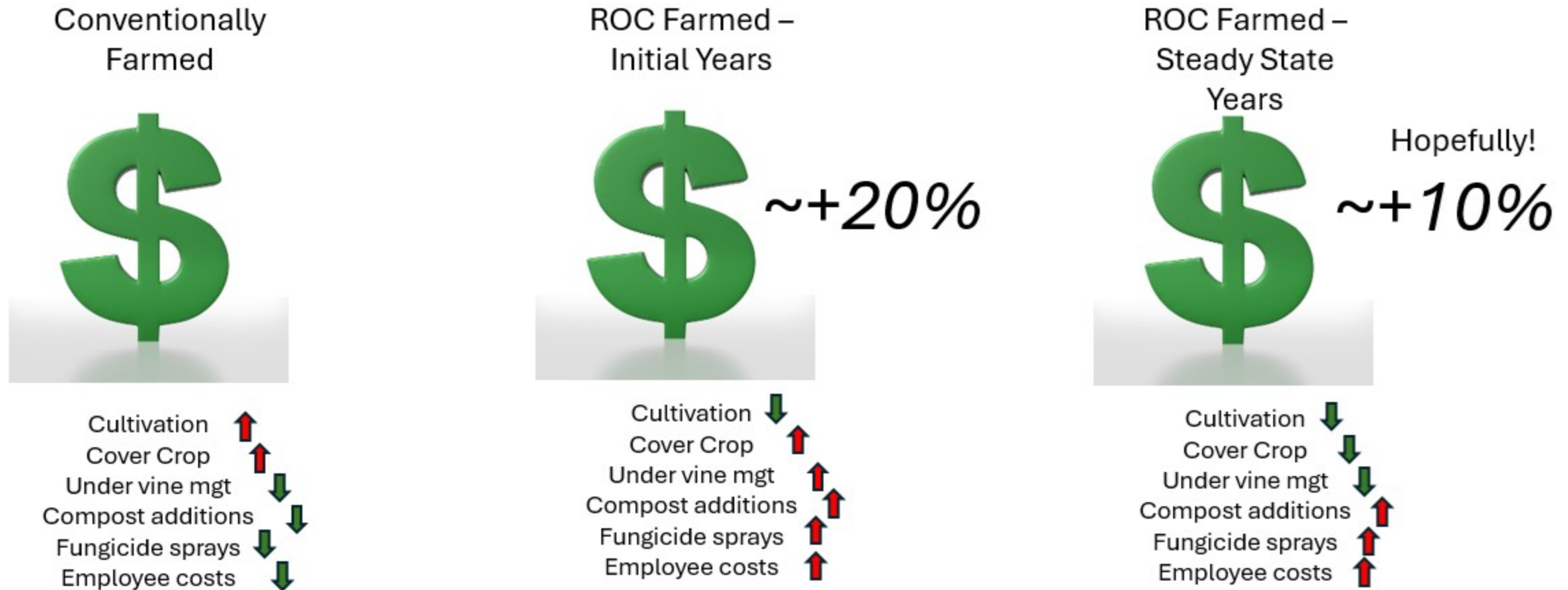
Farmworker Fairness Pillar



Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

Costs to Farm Regenerative Organic Certified



Regenerative Organic Certification - Farming Focus

Focus on building soil by increasing soil organic matter, biodiversity and fertility.

Why would you do it?

Marketing

Carbon storage

Soil Health

Fruit Price

Wine Quality

OREGON WINE



SYMPOSIUM

February 3 & 4, 2025

THE SCIENCE OF REGENERATIVE ORGANIC

Garett Long, Director of Agriculture

PROGRAM
PRODUCER **oregon**
wine BOARD

TRADE SHOW
PRODUCER



Oregon
Winegrowers
ASSOCIATION EST. 1916

TROON VINEYARD
FARM



TROON VINEYARD & FARM

APPLGATE VALLEY
OREGON

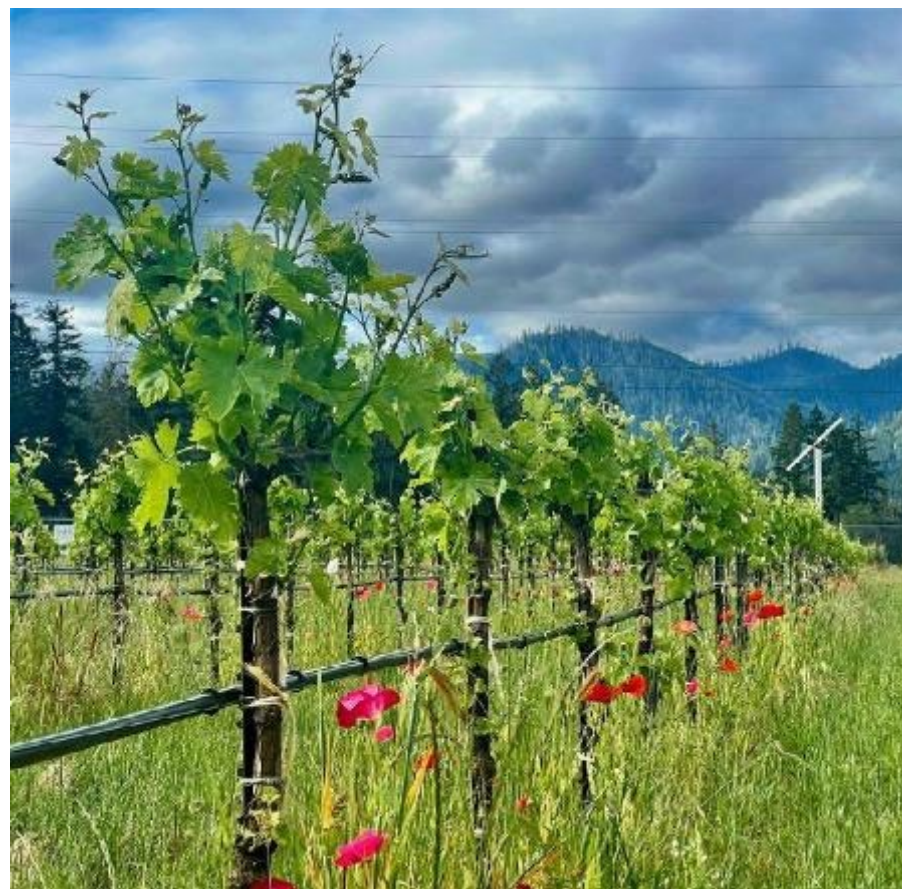


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COMPOST



COVER CROPS



LIVESTOCK INTEGRATION



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— & FARM —

 OREGON WINE
SYMPOSIUM
PORTLAND

BIODIVERSITY



TROON VINEYARD
— & FARM —

OREGON WINE
SYMPOSIUM
PORTLAND

BASELINE SOIL HEALTH STUDY

May 2018



SOIL SAMPLING AFTER 4 YEARS OF REGEN ORGANIC

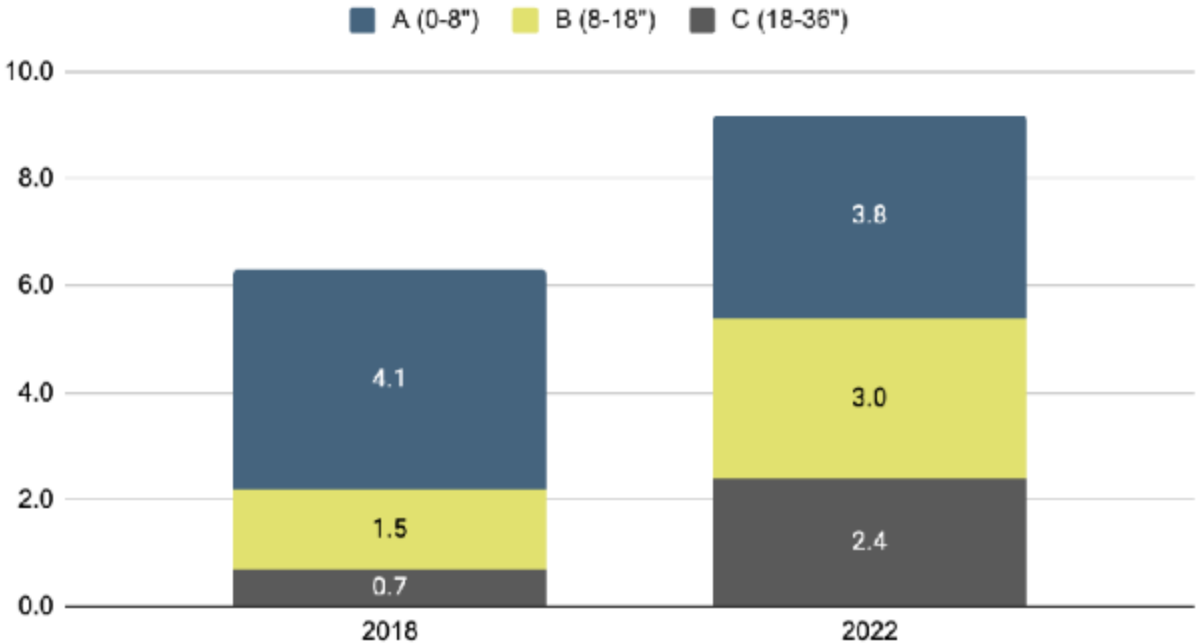
June 2022



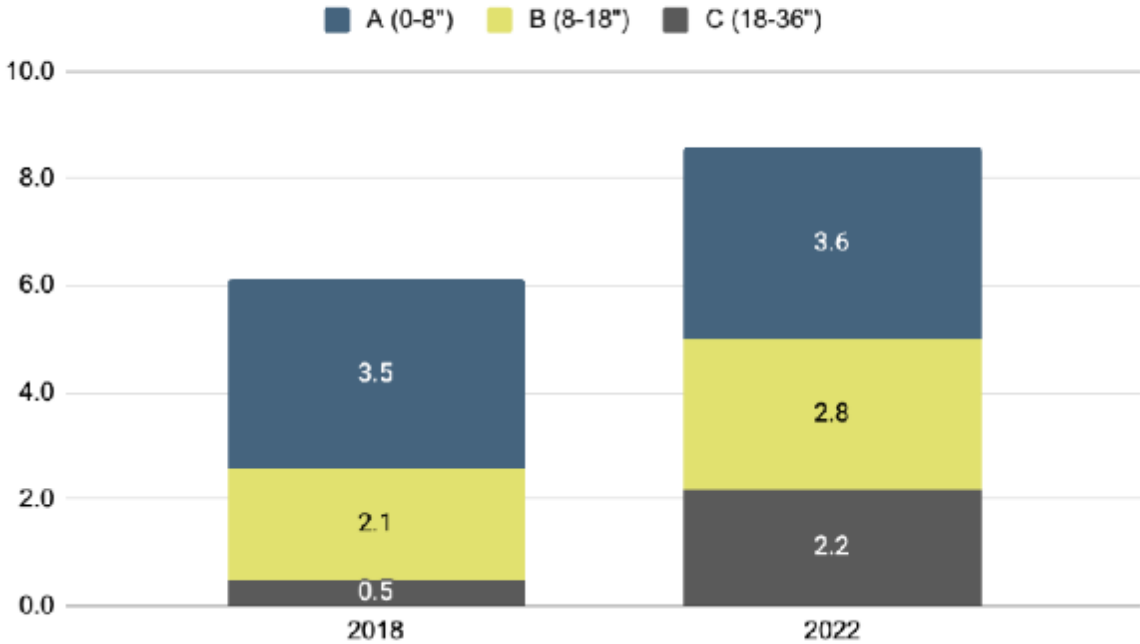
RESULTS & ANALYSIS

★ SOM increased in every sample except two (46/48 samples)

Block 15 (Cove clay)



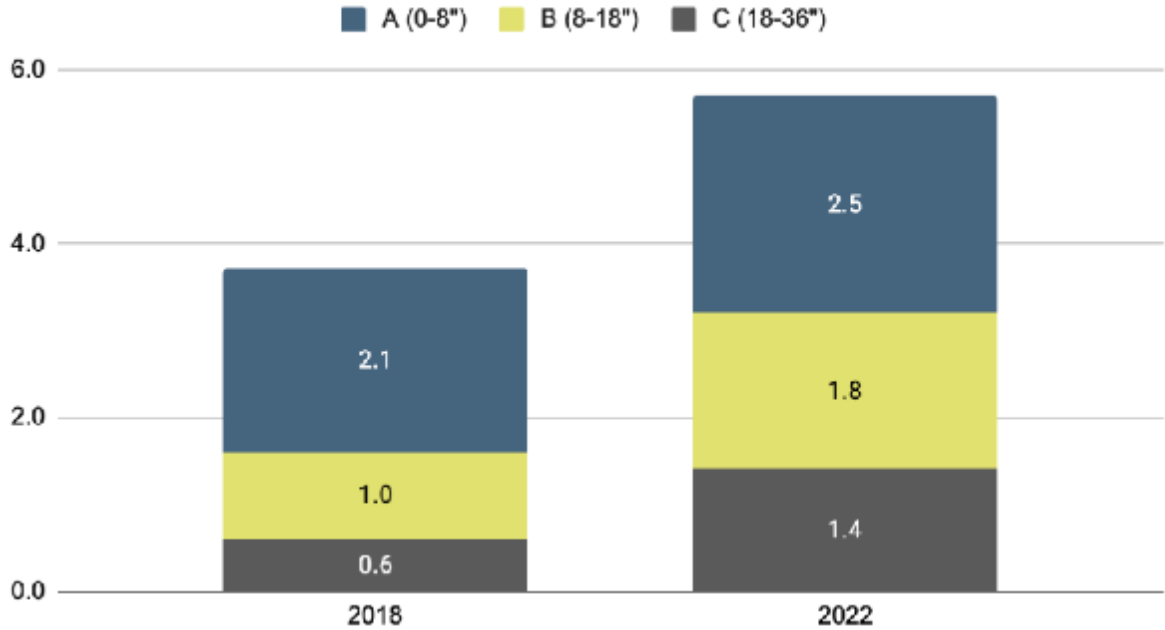
Block 5 (Medford silt loam)



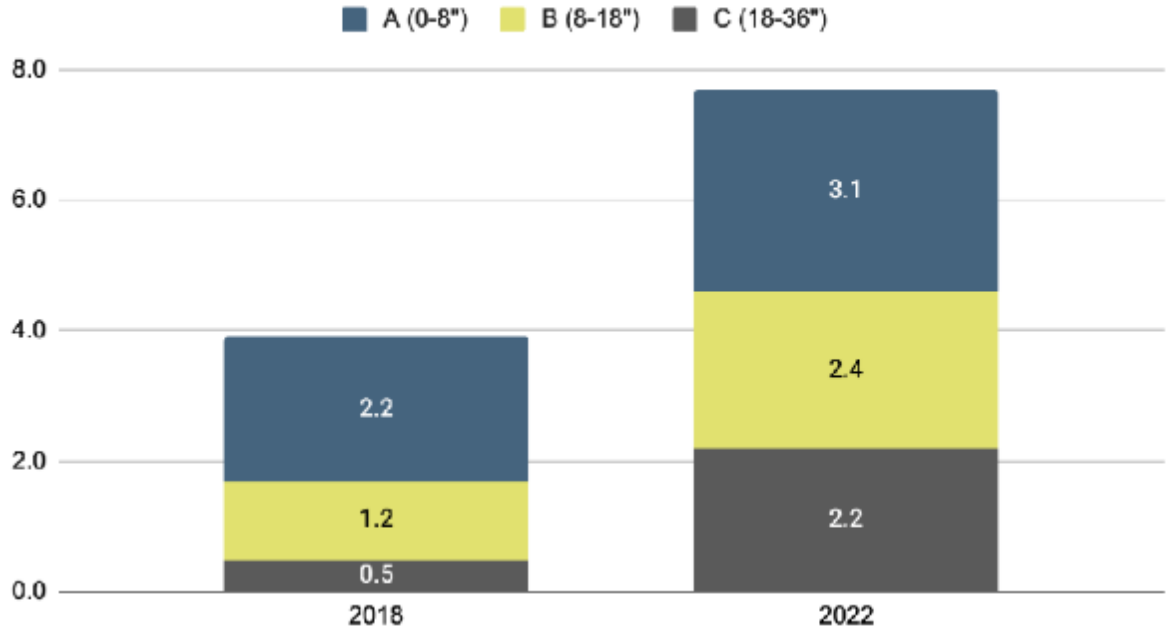
RESULTS & ANALYSIS

★ Greatest increases were observed in the lower subsoil (18-36")

Block 13 (Ruch gravelly silt loam)

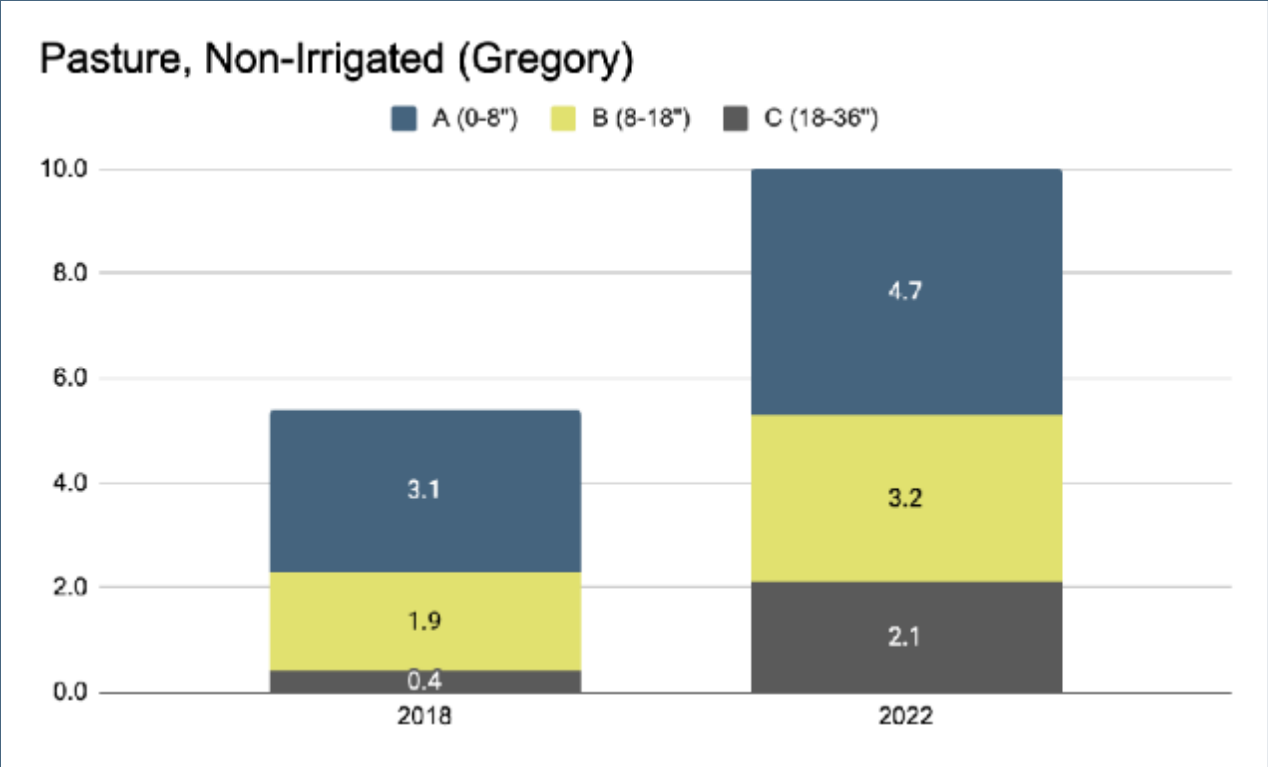


Block 6 (Shefflein loam)



RESULTS & ANALYSIS

★ Same trends in non-vineyard areas: pasture, orchard, garden



Each 1% increase in soil organic matter helps soil hold 20,000 gallons more water per acre.

HEALTHY VINEYARDS



TROON VINEYARD
— & FARM —

 OREGON WINE
SYMPOSIUM
PORTLAND

“The vines are never as healthy
as the year we rip them out.”

- Nate Wall, winemaker

From the Vineyard to the Winery: How Microbial Ecology Drives Regional Distinctiveness of Wine

Di Liu, Pangzhen Zhang, Deli Chen and Kate Howell*

School of Agriculture and Food, Faculty of Veterinary and Agricultural Sciences, The University of Melbourne, Melbourne, VIC, Australia

FEMS Yeast Research, 2023, 23, 1–10

DOI: [10.1093/femsyr/foad005](https://doi.org/10.1093/femsyr/foad005)

Advance access publication date: 1 February 2023

Research Article



Mixed yeast communities contribute to regionally distinct wine attributes

Diana Lynne Hawkins^{1,*}, Jess Ryder¹, Soon A. Lee¹, Katie Parish-Virtue², Bruno Fedrizzi², Matthew R. Goddard^{1,3}, Sarah J. Knight¹

¹School of Biological Sciences, University of Auckland, Private Bag 92019, Auckland Mail Centre, Auckland 1142, New Zealand

²School of Chemical Sciences, University of Auckland, Private Bag 92019, Auckland Mail Centre, Auckland 1142, New Zealand

³School of Life and Environmental Sciences, University of Lincoln, Brayford Pool, Lincoln LN6 7DL, United Kingdom

*Corresponding author. 29 Gordons Road, Rocky Bay, New Zealand, 1971. E-mail: dhaw836@aucklanduni.ac.nz; Tel.: +6421883085

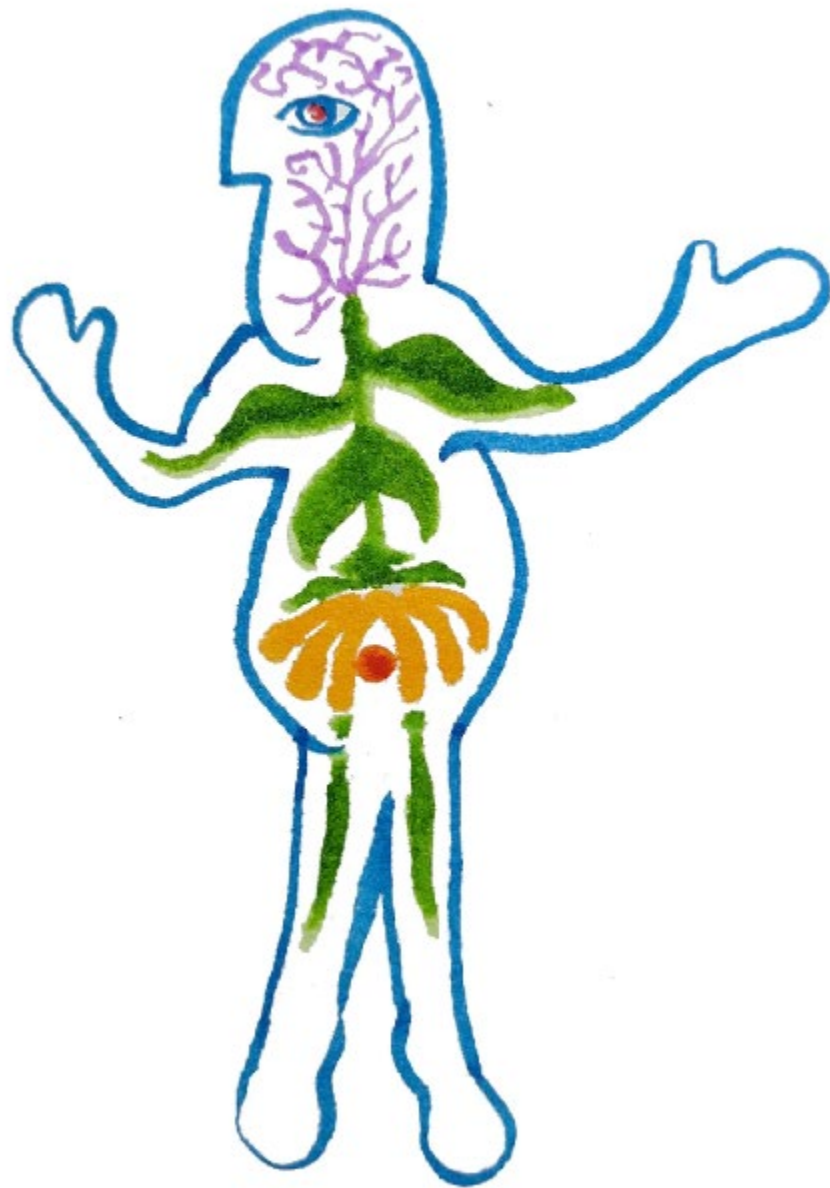
Editor: [Isak Pretorius]

HEALTHY FERMENTS



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TROON VINEYARD
— & FARM —

Credit: Stewart K. Lundy

 OREGON WINE
SYMPOSIUM
PORTLAND

FARM LIKE THE WORLD DEPENDS ON IT



TROON VINEYARD
— & FARM —

 OREGON WINE
SYMPOSIUM
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Regenerative
Organic
Certified™

