



## **HALL Wines Earns Organic Certification**

### **California Certified Organic Farmers Accredits Napa Valley Winery**

**Napa Valley, CA, March 31, 2010** – [HALL Wines](#), the premier 21<sup>st</sup> century vineyard and winery, announces today that it has received Organic Certification from the California Certified Organic Farmers (CCOF), one of the nation's oldest and largest organic certification and trade associations in North America. This achievement reinforces HALL Wines' steadfast commitment to sustainability following HALL St. Helena's Gold LEED® Certification by the U.S. Green Building Council in July 2009.

“One of the greatest benefits to practicing organic farming methods is that we spend more time in the vineyard,” said Don Munk, Director of Vineyard Operations at HALL Wines. “This allows us to really pay attention to what is happening naturally. Organic farming utilizes preventive methods as opposed to corrective activities, allowing HALL to create a healthier soil for our vineyards which, in return, increases the longevity of the vines and the overall health of the land.”

Organic farming certification requires that HALL adhere to strict standards in order to maintain soil fertility and crop nutrition. The practice of farming organically produces one of the smallest carbon footprints of any agricultural process, maintains the diversity of plants, and ensures the presence of native species to establish the long term health and fertility of the soil; thereby allowing for increased longevity for vineyards. With the focus on natural products, HALL Wines does not use chemical fertilizers, synthetic pesticides or herbicides. Instead, HALL Wines creates a habitat for natural predators and plants cover crops to help build healthy matter in the soil. The HALL Team, dedicated to the art of handcrafted winemaking, spends an immense amount of time in the vineyards, diligently monitoring water stress, vine health, vine balance and grape maturity to guarantee that the grapes are nurtured to their highest potential.

The organic farming certification process spans three years and each of HALL's six estates located throughout Napa Valley and Alexander Valley in Sonoma County follow the strict guidelines set forth by the CCOF. To date in 2010, 355 acres owned by the HALL's have been certified organic. The last

of the estate vineyards, known as the Hardester Ranch with 145 planted acres, will receive its organic certification on August 18, 2010.

Kathryn and Craig Hall, Owners of HALL Wines, made it a long-term mission to become a leader in earth-friendly California winegrowing and serve as stewards of the land. HALL St. Helena is the first Gold LEED® Certified Winery in the State of California, making HALL Wines a pioneer in the use of green buildings in the wine industry. HALL St. Helena maintains one acre of solar panels on its roof and uses 100% recycled water throughout its processes. HALL further extends their environmental responsibilities to their general operations via the use of bio-diesel in their farming equipment in addition to their fish-friendly farming techniques, which aids to protect the waterways and sustain and support the environment. Furthermore, all of HALL estate vineyards are enrolled in the Napa Green program, the wine industry's most comprehensive "best practices" in land-use and wine production focusing on building environmentally sound, sustainable practices.

HALL wines are distributed in major markets throughout the U.S. Additional information is available at <http://www.hallwines.com>.

**About CCOF:**

CCOF (California Certified Organic Farmers), a nonprofit organization, was founded in 1973 and is one of the nation's oldest and largest third-party organic certifying agencies. CCOF certifies, educates, advocates and promotes organic through:

- A premier organic certification program for growers, processors, handlers, and retailers.
- Programs to increase awareness of and demand for certified organic product and to expand public support for organic agriculture.
- Advocacy for governmental policies that protect and encourage organic agriculture.

CCOF certifies more than 2,160 organic operations in 34 states and three foreign countries and serves over 350 supporting members - consumers, suppliers, businesses and individuals - interested in supporting its work.

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