

## **Q&A – Organic Viticulture at King Estate**

### **What is organic?**

Organic refers to the way agricultural products are grown and processed. Organic agriculture is an ecological production management system that promotes and enhances biodiversity, biological cycles and soil activity. With a minimal use of off-farm inputs, organic management practices are designed to restore, maintain and enhance ecological harmony.

### **Why grow organic?**

King Estate firmly believes in a philosophy of sustainable agriculture. Organic production systems support natural ecosystems by using long-term farming solutions to restore and enhance ecological harmony. Environmentally friendly farming contributes to the overall quality of our water, soil and health.

More chefs across the country prefer to use organic ingredients, simply for the fact that plants from healthy soils and organically fed livestock provide more flavorful food. Growing and buying organic is an investment in the future of our planet.

### **Who decides what certified organic means?**

Oregon Tilth Certified Organic (OTCO), an internationally recognized symbol of organic integrity, is a non-profit research and education organization with a mission to support organic and sustainable food production practices. OTCO currently certifies organic farmers, processors, retailers and handlers throughout Oregon, the U.S. and the world.

OTCO designates agricultural systems to be organic after evaluating against strict production standards and third party inspections of soil, water, farm fields and processing facilities. In 2002, King Estate vineyards, nursery, gardens and surrounding land received organic certification by the Oregon Tilth.

### **Is organic food and wine just a passing fad?**

No. U.S. sales of organic food products totaled over \$7 billion in 2000. The market has grown 20-25% annually during the past 10 years.

### **Which King Estate wines are organic?**

The Domaine Collection wines are made from 100% Estate grown organic grapes. This does not qualify them as organic wines, although we are able to state “Made with Organic Grapes” on the front label. In the production process, sulfites are added to help stabilize and protect the wine from oxidation. Our sulfur additions vary vintage to vintage, and are always kept to minimum needs. By growing organic grapes, we begin the winemaking process with the purest and highest quality fruit possible!

#### *More Information:*

*To learn more about the organic commitment at King Estate Winery, please request a new 20-minute DVD, “King Estate – Defining Domaine,” by calling (800) 884-4441, or visit [www.kingestate.com](http://www.kingestate.com) to view online.*