

HERON HILL
WINERY



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FOR IMMEDIATE RELEASE

Heron Hill Winery Hosts Meeting on Finger Lakes Sustainable Grape Growing Certification

April 23, 2019 (Hammondsport, NY) – Sustainability is and will continue to be a hot topic in the news and grape growing industry as consumers become more conscious on what they buy. The more people learn about sustainable farming, the more interested they become on leaning where products come from and how they are grown and made.

Many Finger Lakes grape growers and winery owners are very passionate about sustainable growing practices in the vineyards, and strive to minimize any negative environmental impact. In order to reduce environmental risks and ensure a healthy and viable future for Finger Lakes viticulture, a strong collaborative effort will need to come to fruition. The informational meeting held at Heron Hill is hoping to do just that.

John Ingle, Owner of Heron Hill and long-time grape grower initiated the conversation with Sam Filler, President of the New York Wine and Grape Foundation, and it immediately sparked the attention of many. “We, the wine growers and producers of the Finger Lakes must come together and address the future of our industry in the same and safe manner. This is not a new idea; the template is in place...Now is an important and crucial moment to follow the lead of other wine areas and make our position known. We care about our consumers, our vineyards, our wines and our Finger Lakes”, said John in his initial letter.

The goal of the meeting is to gauge interest and viability of defining and creating a set of standards for sustainable viticulture, and using them to certify growers. A lot of groundwork has been done by VineBalance, a joint effort by the wine and juice grape industry, Cornell Cooperative Extension, and the New York Department of Agriculture and Market’s Soil and Water Conservation Committee – but it’s up to many individuals and groups in the wine and grape growing industry to decide what these standards should be and implement them.

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