



**For immediate release**

## **PRESS RELEASE**

### **VIGNOBLE DE LA BAUGE BECOMES THE FIRST QUEBEC VINEYARD TO BE CERTIFIED BY THE REGENERATIVE ORGANIC ALLIANCE**

**Brigham, December 12, 2024.** - Located in Brigham, in the Eastern Townships, the Vignoble de la Bauge has seen its efforts and the commitment of its winemaker, Simon Naud, to innovative, daring and ecological viticultural choices recognized by becoming the first vineyard in Quebec and the second vineyard in Canada to be certified by the Regenerative Organic Alliance. This regenerative viticulture certification represents the world's highest standard in organic agriculture.

#### **What is regenerative viticulture?**

Going even further than conventional organic farming practices, which have historically focused on the non-use of synthetic chemical fertilizers and fungicides, regenerative viticulture aims to strengthen three essential elements of eco-responsible viticulture: soils, ecosystems and communities. Consumers who buy a Regenerative Organic Certified (ROC) product can rest assured that it has a positive environmental, ethical and social impact.

Fully committed to the path of regenerative viticulture, Vignoble de la Bauge and its winemaker seek to return to naturally fertile and nourishing soils, as well as restoring the diversity of ecosystems within and around the vines. They also want to stimulate mutual aid and sharing within their work team, but also within the Quebec winegrowing sector committee and the community at large.

#### **We need to review our winemaking practices**

For Simon Naud, “under the current climate conditions, every sector of Quebec industry needs to introspect and question itself in order to review its environmental and ecological practices and participate in the collective effort to reduce the global carbon footprint. The agricultural sector, and in our specific case, viticulture, is part of this effort.

With the intention of doing more for the environment, the winegrower explains that he “first had to have an overall vision of his operation and its practices to make the best choices in ecological, economic and human terms”. This led him to recognize certain limits to organic farming, to which he has been committed since 2016, but also to reflect on the choice of planting the vineyard with Nordic resistant grape varieties and the different ways of concretely implementing the principles of regenerative viticulture.

#### **Recognition for innovative, daring and environmentally-friendly growing methods**

The awarding of ROC certification recognizes the efforts and commitment of Vignoble de la Bauge and its winemaker for their innovative, daring and above all ecological cultivation choices, such as :



- The presence of sheep in the vineyard plots, where 15 sheep per hectare maintain and fertilize the soil thanks to a system of rotational grazing, which is a real living environment for the animals.
- The installation of more than 25 nesting boxes which, over the years, have given birth to more than a hundred swallows that rid the vines of harmful insects.
- The valorization of crop residues and livestock manure which, when mixed with fragmented dead wood branches taken from the Bauge forest, produce a rich compost that will nourish and constitute the humus of the terroir, while becoming a veritable larder for micro-organisms and the vines themselves.
- Welcoming and supporting trainees and new winegrowers, sharing equipment and knowledge acquired over the seasons, to encourage the development of the next generation of farmers and winemakers.

### **About Vignoble de la Bauge**

Vignoble de la Bauge was established in 1986 in Brigham, in the Eastern Townships, by Alcide and Ghislaine Naud. Simon Naud, their son, took over the estate in 1996. He has been the vineyard manager and winemaker for over 28 years.

The 8.5 hectares of vines planted on the southern Appalachian Piedmont terroir are planted with 80% Nordic resistant varieties and 20% European vines. Conversion to organic viticulture was undertaken in 2016, and the vineyard is now fully certified organic. Production of vins naturels began in 2019, and the vast majority of cuvées have since been made without oenological inputs, bottled by gravity, without pumping or filtration, and without the addition of sulfites.

The Vignoble de la Bauge team was awarded the “Laurier de la gastronomie” in May 2023 as Beverage Producer of the Year, an award that recognizes and rewards the best artisans in the Quebec culinary culture industry.

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### **For further information**

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