

# DONUM

FOR IMMEDIATE RELEASE:

## **The Donum Estate Achieves Regenerative Organic Certified® Status**

*Launch of Donum Home Collection – Curated, Artisan Gifts Derived from Estate – Accompanies New Milestone*

SONOMA, Calif. (March 14, 2023) – [The Donum Estate](#), a leader in Estate grown, single-vineyard, single-appellation Pinot Noir and Chardonnay from some of the most celebrated regions in Northern California, is pleased to announce it has achieved Regenerative Organic Certified® status for all of its four estate vineyards as recognized by the [Regenerative Organic Alliance](#) (ROA). Considered the highest level of organic certifications, Donum is one of the first wineries in Sonoma County to receive this milestone recognition.

“This certification is a great achievement for our vineyard team here at Donum,” said Dan Fishman, Donum’s Vice President of Winemaking and Vineyards. “It is the culmination of three years of work to refocus on long-term sustainability and soil health, and the natural evolution of our pursuit of making the best Pinot Noir and Chardonnay possible in each of our unique vineyard sites.”

To celebrate this milestone, Donum has debuted the [Donum Home Collection](#), thoughtfully curated, artisan gifts of the land derived from Estate sourced products and ingredients. Authentic expressions of the land, these carefully created gifts include items such as Maldon Sea salt flakes infused with Estate grown organic lavender, olive oil made from Estate grown organic olives and handmade blankets sewn from the wool of Donum sheep.

“The Donum Home Collection brings all the wonderful elements of our estate into the homes of our guests,” said Angelica de Vere Mabray, chief executive officer of Donum. “Our pursuit of excellence and ensuring quality in all that we do begins with stewardship of the land. We believe that in order for our land to express everything it has to say, it needs to be alive, so we have created an environment in which life can thrive. Donum is Latin for “Gift of the land,” and this spirit is captured and revealed in our finished wines, and now has resulted in an abundance of gifts featured in our Donum Home Collection, from lavender to honey, olives and wool.”

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An agricultural certification for food, fiber and personal care ingredients, Regenerative Organic Certified® was created to address the climate crisis, soil degradation, biodiversity loss, factory farming and fractured rural economies globally. Based on three pillars, it requires farmers to go above and beyond by practicing agricultural techniques that ensure healthy soil, the ethical and humane treatment of animals and the fair treatment of employees. A collection of practices that focus on regenerating soil health and the full farm ecosystem, regenerative organic agriculture can include cover cropping, crop rotation, low and no-till, compost and zero use of chemical pesticides and fertilizers. By purchasing Regenerative Organic Certified® products, individuals can connect with a full suite of important values and know at a glance their purchase makes a positive impact at every level: environmentally, ethically and socially.

Led by Fishman, Donum's winemaking philosophy is to make Pinot Noir and Chardonnay with depth and vitality that is expressive of the soils in which the grapes are grown. To achieve this, the winemaking team is constantly innovating and testing new techniques and farming practices. This endeavor includes soil enrichment using compost and compost tea to help increase the soil's ability to hold organic activity, integrated pest management, encouraging biodiversity in and around the vineyards and maximizing regenerative practices, such as using livestock (sheep, chickens and ducks) in the vineyards. Additionally, Donum is a pioneer in producing and utilizing biochar, a specialized form of charcoal created when biomass is heated at a high temperature in low oxygen environments. Biochar brings many benefits to the soil, including heightened water holding capacity, increased organic matter and better nutrient availability.

Director of Winegrowing Tony Chapman added, "Our vineyard and winemaking team believes that regenerative farming not only creates a healthier ecosystem within agriculture confines, but also increases the vines' longevity. This allows them to adapt and become more resilient to produce high quality fruit with a distinguishing sense of place. Our Regenerative Organic Certified® achievement demonstrates Donum's commitment to continuous innovation and improvement, as we implement systems that constantly improve vineyard, soil, and animal health."

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At the intersection of fine wine, sustainable farming and world-class art, Donum connects a global community and creates a holistic sensory wine experience. With 340 acres over four properties in Carneros, the Russian River Valley and Sonoma Coast, Donum's goal is to create wines of exceptional quality that communicate the unique character of the vineyards in which the grapes are grown. Growing grapes and making wine allows Donum to show off the importance of the nuances between plots of land, even within two adjoining parcels. In addition to its wine grapes, specifically Pinot Noir and Chardonnay varietals, Donum's lavender, olive trees and plum trees are Regenerative Organic Certified®.

The ROA is a group of experts in farming, ranching, soil health, animal welfare and farmer & worker fairness. Led by Rodale Institute and spearheaded by Dr. Bronner's and Patagonia, other founding members of the alliance include Compassion in World Farming, Fair World Project, White Oak Pastures, Textile Exchange and Black Horse Vineyards. Before a company can apply to become Regenerative Organic Certified®, it must first hold a National Organic Program certification. After that, it must prove and demonstrate soil health practices, such as no or minimal tillage, cover cropping and crop rotation; social fairness in the form of living wages and healthy working conditions for employees; and animal welfare with pasture-based grazing. The criteria for the animal welfare scope includes the Five Freedoms: freedom from hunger or thirst; freedom from discomfort; freedom from pain, injury or disease; freedom to express normal behavior; and freedom from fear, distress and mental suffering.

For more information and to inquire about a private tasting experience reservation, please visit [www.thedonumestate.com](http://www.thedonumestate.com). Follow Donum on Instagram [@DonumEstate](https://www.instagram.com/DonumEstate) and Facebook [www.facebook.com/donumestate](https://www.facebook.com/donumestate) and join the conversation using #TheDonumEstate.

## **The Donum Estate**

Donum's terroir-driven wines reflect the energy and complexity of some of the most celebrated regions in Northern California including the Russian River Valley, Carneros and Anderson Valley. Founded in 2001, the Donum Estate is located in the acclaimed wine region Carneros nestled between Napa and Sonoma Counties. Donum includes a state-of-the-art winemaking facility, an organic farm, culinary garden, contemporary hospitality experience and one of the

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largest accessible private sculpture collections in the world. Donum brings to life a delicate balance among wine, land and art that has made it an international destination. For the past two decades, sustainability has been at the forefront of the Donum Estate vision—Donum, in fact, is Latin for Gift of the land. Its biodynamic, organic and Regenerative Organic Certified® farming practices create environments in which the vines can thrive and produce the highest-quality fruit possible. Learn more at <https://www.thedonumestate.com>

## **About The Donum Home Collection**

Our pursuit of excellence and ensuring quality in all that we do begins with stewardship of the land. Through our organic, regenerative farming practices we work in harmony with nature, striving to give back more than we take. We believe the land has a story to tell, but in order for it to have something to say, it needs to be alive, so we have created an environment in which life can thrive. This spirit of the Donum Estate land is captured and displayed in our finished wines, yet, has also resulted in an abundance of gifts from lavender, to honey, olives, and wool. Working with local makers – experts in their craft – we have created the Donum Home Collection - thoughtfully curated and artisan crafted gifts of the land derived from Estate sourced products and ingredients. From our organic olives cold pressed into olive oil, to sea salt flakes infused with Estate grown organic lavender and handmade blankets sewn from the wool of Donum sheep, these carefully created gifts are authentic expressions of the land. Explore the Collection at <https://www.thedonumestate.com/collection/donum-home-collection>

## **About Regenerative Organic Certified®**

Regenerative Organic Certified® is a revolutionary new certification for food, fiber, and personal care ingredients that assures shoppers that their purchase makes a positive impact at every level: environmentally, ethically, and socially. Regenerative Organic Certified® farms and products meet the highest standards in three pillars: soil health, animal welfare, and social fairness. Regenerative Organic Certified® is overseen by the 501(c)3 nonprofit Regenerative Organic Alliance. Learn more at <https://regenorganic.org>.

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