

SAN FRANCISCO

Don't Ask, Don't Tell

THE WINE INDUSTRY'S BIGGEST SECRET IS SOMETHING THAT YOU'D THINK THEY'D WANT TO BRAG ABOUT. BY JORDAN MACKAY

DeLoach viticulturalist Ginny Lambrix farms organically but has not yet made the move to getting the vineyards certified as organic. "I've kept

all the paperwork," she says, "and maybe will get around to doing that in the near future." But to her, the actual certification is not that important. "You can walk into a vineyard that's farmed organically and really feel the difference. The soil seems softer and more filled with life." She continues, "You want to linger there and ultimately, that can be communicated via the wine, whether it says 'organic' on it or not." x



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