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Two Virginia Wineries Recognized as Green Travel Leaders

Richmond, VA - November 4, 2011 - During the 2011 VA-1 Virginia Tourism Summit, which took place October 17-19 in Richmond, two Virginia wineries were recognized by Virginia Green as Green Travel Leaders. Both Cooper Vineyards and DuCard Vineyards made the list of 19 different businesses throughout the Commonwealth that were recognized for their efforts as green businesses in their industry.

Cooper Vineyards, located in Louisa, VA, was honored earlier in the year with receiving Platinum LEED Certification. They are the first winery on the East Coast and the second in the United States to receive this accreditation. Some of the green practices of Cooper Vineyards, owned and operated by Jacque Hogge, MD and Geoffrey Cooper, MD, include utilizing rainwater collection and low flow fixtures to reduce water usage by 40%, structurally insulated panels for the roof and walls, solar panels, and the use of many recycled and locally sourced materials for the construction.

DuCard Vineyards, in Madison County, believes that since the winery is based in nature, they have a responsibility to be good stewards of the land and surrounding environment. Not only does DuCard participate in green business practices such as solar paneling and using local and recycled products, they also emphasize giving back to the community. They use their resources to help train locals in vineyard operations and management through a season-long "adopt a row" Canopy Management class for the viticulture and enology program of Piedmont Virginia Community College.

These two Virginia wineries act as leaders and examples in the wine industry for operating under green business practices. An additional 11 wineries in the Commonwealth also adhere to the Virginia Green standards. As stated on the Virginia Green website, "Wineries and breweries are an integral part of Virginia's tourism industry, and they depend on upon clean water, air, and land to make their product. It only makes sense that wineries and breweries would want to do their part to help the environment."

For more information about Virginia Green, visit <http://www.deq.state.va.us/p2/virginiagreen/>.

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