
FOR IMMEDIATE RELEASE

Union Grove Farm Becomes the First Vineyard to Achieve Tier 5 Regenified™ Certification, Setting a New National Standard for Regenerative Viticulture

CHAPEL HILL, N.C., January 27, 2026 — Union Grove Farm, a leading regenerative vineyard located in Chapel Hill, proudly announces that it has become the first vineyard in the nation to achieve Tier 5 Regenified Certification, the highest level of verification awarded in regenerative agriculture from this organization. This unprecedented milestone establishes Union Grove Farm as a national model for regenerative viticulture and ecosystem-focused specialty crop production.

Salar Shemirani, CEO of Regenified, said, “Congratulations to Union Grove Farm for achieving Regenified Tier 5 verification. This demonstrates a high standard of stewardship and regenerative practice across their vineyards. Union Grove Farm has shown that regenerative viticulture is scalable, delivers quality food, and strengthens the resilience of the land. Their work sets a positive example for specialty crop growers.”

What began as a three-acre farm just four years ago has now grown into a 160-acre regenerative vineyard, with plans to expand beyond 500 planted acres in the coming years. Union Grove Farm previously achieved a Tier 3 certification, and its advancement to Tier 5 marks its evolution into a fully mature regenerative agricultural system.

Union Grove Farm will introduce its **freeze-dried SuperHero Grapes™** to the market in Spring 2026. Their proprietary, thin-skinned, seedless muscadine grape, recognized as a designated superfruit, is celebrated for its **exceptionally high levels of antioxidants and polyphenols**, marking a breakthrough in superfruit innovation. This upcoming launch will bring their regeneratively grown, sweet and delicious grapes to retailers and consumers in a convenient and easy-to-enjoy, healthy snack.

“As the first vineyard to reach Tier 5 Regenified status, we’re honored to help lead a new chapter in regenerative farming,” said Greg Bohlen, Founder and CEO. “The hard work and dedication of our team has always been guided by a commitment to restoring soil, protecting our ecosystem, and growing nutrient-dense fruit. SuperHero Grapes are a testament to what’s possible when farming and nature work in harmony. We are very proud of what our team has accomplished.”

What Tier 5 Regenified Certification Means

Tier 5 certification—the highest level within Regenified’s 6-3-4 Standard—confirms that Union Grove Farm is applying regenerative agriculture principles comprehensively across 80–100% of its growing acreage. This includes:

- Full implementation of regenerative soil health practices, including reduced tillage, diverse rotations, continuous living cover, and careful, minimized input use.
- Verified outcome-based performance demonstrating measurable improvements in soil structure, biodiversity, water cycling, and ecosystem function.

- Regeneratively produced or sourced livestock feed, with 80–100% meeting Regenified’s standards for ecological stewardship.
- A clear signal to buyers, partners, and investors that Union Grove Farm is no longer transitioning but is already operating as a high-performing, system-wide regenerative agriculture enterprise.

With its breakthrough grape variety, rapidly expanding vineyard, and Tier 5 certification, Union Grove Farm is redefining what regenerative viticulture can achieve, setting a new benchmark for specialty crop farming across the Southeast and the nation.

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