



## **Jack London State Historic Park and Eco Terreno Wines & Vineyards partnership links two visionaries**

[Jack London Park Partners](#), the non-profit organization that operates Jack London State Historic Park, and [Eco Terreno Wines & Vineyards](#) have announced a new partnership, linking the spirits of two visionaries with deep roots in Sonoma County, CA.

“There is a clear connection between what Jack London worked to achieve and Eco Terreno’s commitments to caring for the land and giving back to the planet and the people,” said winemaker and winery owner Mark Lyon.

### **JACK LONDON, GREEN BEFORE HIS TIME**

Well into his successful writing career, Jack London (1876-1916) purchased his first parcel of land on Sonoma Mountain in 1905. Not satisfied being a “gentleman farmer,” he wanted it to be a place of progressive change where he could model “green” farming techniques and create his version of a cooperative community where all residents would have fair working conditions and a great quality of life. This was his “Ranch of Good Intentions.”

“I hope to do two things with the ranch: To leave the land better for my having been; and enable 30 or 40 families to live happily on ground that was so impoverished that an average of three farmers went bankrupt on each of the five ranches I have run together,” London wrote.

His techniques sound like common sustainable farming practices today but at the time they were unheard of to local farmers. “I am rebuilding worn-out hillside lands that were worked out and destroyed by our wasteful California pioneer farmers. I believe the soil is our one indestructible asset, and by green manures, nitrogen-gathering cover crops, animal manure, rotation of crops, proper tillage and draining, I am getting results which the Chinese have demonstrated for forty centuries,” London wrote.

### **ECO TERRENO FOUNDER MARK LYON**

Fast forward about one hundred years and meet Mark Lyon. As the winemaker at Sebastiani Vineyards, Lyon hoped to one day produce his own label and proactively purchased an historic vineyard in the Alexander Valley AVA of Sonoma County. He immediately began transitioning his 149-acre vineyard from a chemically farmed property to a [biodynamic and regenerative farmed property](#).

In 2012, his hopes became reality when he produced his first vintage of “Eco Terreno,” a Spanish phrase translating to “ecology of the land.” Eco Terreno Wine & Vineyards is now an industry leader in biodynamic and organic farming and produces just under 5,000 cases of wine annually.



Their parcels, [Lyon Vineyard and Cisne Vineyard](#), are nestled against the banks of the Russian River in Alexander Valley and grow predominantly Bordeaux varietals and Chardonnay. In addition to grapes, their farm is home to a vast riparian area, an extensive animal husbandry program, a bee and insect garden, an orchard, and a produce garden.

In 2019, with the farm and team successfully producing wine, Lyon purchased another historic site, this time in Jackson Square, San Francisco. The new [Eco Terreno Urban Tasting Room at 140 Columbus](#) was [Jupiter Room in 1918, a “black and tan” club for interracial couples to mingle safely](#), followed by [Mona’s, the first lesbian bar on the west coast](#), and finally the famed [Purple Onion](#) – a launching pad for talent including the Smothers Brothers, the Kingston Trio, Phyllis Diller, and many more.

As the first gay winemaker in both the Sonoma and Napa wine regions, it’s a point of pride for Mark Lyon and the team at Eco Terreno to share their wines in a space known for inclusivity. Together, they look forward to bringing an elevated wine and food tasting experience to the city.

### **GIVING BACK AND DOING BETTER**

Eco Terreno has deep commitments to both regenerative farming’s philosophy of “giving back” and Mark Lyon’s ongoing quest of “doing better.” Those goals are evidenced in [four pillars of purpose](#):

- LGBTQ+ - supporting the LGBTQ+ community and their allies.
- Social Justice - Supporting immigration and socially marginalized communities.
- Cultivating Community – Aiding the unhoused and unfed community.
- Climate Conscience – Caring for the environment and efforts to heal the planet.

“Our values and commitment to ecosystem health are in unique harmony with Eco Terreno Wines & Vineyards. You might say it’s a perfect pairing,” said Matt Leffert, executive director of Jack London Park Partners.

Giving back and doing better are in practice today at the park, where an historic orchard has been restored and the fruit is gleaned and donated to [Farm to Pantry](#), which provides fresh, healthy produce to those facing food insecurity.

### **PARTNERS IN A GALA CELEBRATION**

One of the first joint projects of this new partnership is the park’s [annual fundraising gala](#) on Sept. 24, where Eco Terreno’s biodynamic wines will be featured.



“Once Upon a Time in a Not-So-Distant Forest,” is the evening’s theme. The gala will begin in the Eucalyptus grove, where colorful forest creatures will welcome guests to an enchanted forest environment. Dinner will be served in the Winery Ruins, naturally accompanied by Eco Terreno wines.

Proceeds of the event support Jack London State Historic Park, which for the past ten years has been operated and funded by Jack London Park Partners, one of the first non-profit organizations to be entrusted with management of a state park on behalf of the people of California. California State Parks and Jack London Park Partners recently signed a new agreement to continue the partnership for the next ten years.

“Jack London Park Partners’ annual gala is our most important fundraiser of the year, keeping the park accessible and thriving for all to enjoy. We are very excited that Eco Terreno will be part of the evening,” Leffert said.

For tickets and more information, visit <https://jacklondonpark.com/events/jack-london-gala-2022/>. For sponsorship opportunities, see <https://jacklondonpark.com/product/2022-gala-sponsorships/>.

Learn more about Jack London State Historic Park at <https://jacklondonpark.com/> and on [Facebook](#), [Instagram](#) and [YouTube](#).

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