



## Peck of Dirt Foundation to Host First Speaker Series Event Featuring Joel Salatin of Polyface Inc. at The Stable at Bluemont Vineyard



Peck of Dirt will host Joel Salatin, full-time farmer in Virginia's Shenandoah Valley and third generation alternative farmer, on Saturday, January 29th, 2022, at The Stable at Bluemont Vineyard, as the first speaker in the Peck of Dirt 2022 Speaker Series, focused on bringing light to the regenerative agricultural movement.

Joel returned to his family farm full-time in 1982 and continued refining and adding to his parents' ideas. The family's farm, Polyface Inc. has been featured in *Smithsonian* magazine, *National Geographic*, *Gourmet* and a variety of radio, television and print media. Profiled on the "Lives of the 21st Century" series with Peter Jennings on ABC World News, his after-broadcast chat room fielded more hits than any other segment to date, and Polyface Farm achieved iconic status as the grass farm featured in the *New York Times*' bestseller *The Omnivore's Dilemma* by food writer guru Michael Pollan, and in the award-winning film documentary, *Food, Inc.* A highly sought-after public speaker, Joel addresses a wide range of issues, from "creating the farm your children will want" to "making a white-collar salary from a pleasant life in the country." His humorous and conviction-based speeches are akin to theatrical performances, often receiving standing ovations.

[Peck of Dirt](#), founded in 2021 by the Zurschmeide Cousins, fourth generation farmers and owners of Bluemont Vineyard, Great County Farms, Dirt Farm Brewing, Henway Hard Cider and The Cottages at Bluemont, focuses on educating and empowering generations to come by regenerating a connection between people, food and farming, and spreading the message and importance of "getting your hands dirty." Peck of Dirt programming will include an expansive speaker series at Bluemont properties, as well as the Little Farmer's Summer Camp in the summer of 2022 for children that will emphasize the importance, fun and discovery of farming and exploring the outdoors through activities surrounding daily farm tasks, animals and their needs, seasonal harvests and the importance of food and how it is grown.

The event will be hosted at The Stable at Bluemont Vineyard on Saturday, January 29th, 2022 from 5:00pm to 8:00pm. Tickets can be purchased at [www.peckofdirt.org](http://www.peckofdirt.org) and are \$40.00 per guest to enjoy the speaking engagement, or \$99.00 per guest to enjoy the speaking engagement and dinner. Bluemont Vineyard wines and Henway Hard Ciders will be available for purchase.

### **About Bluemont Vineyard**

Bluemont Vineyard is Loudoun County's premiere vineyard destination nestled on the first ridge of the Blue Ridge Mountains with a tasting room that sits 951 feet above sea level offering expansive and breathtaking views of the Loudoun Valley. Located 45 minutes West of Washington, D.C., the third-generation family farm, inclusive of Bluemont Vineyard sister properties, Great Country Farms, Henway Hard Cider and Dirt Farm Brewing invite guests

to experience a family friendly escape from the ordinary and to connect with the beauty of Virginia Wine Country. The seasonally-inspired menus, award winning wine selection pressed from grapes grown on prime Virginia terroir, and creatively curated events, including summertime Yoga with a View, Crush with Us, a comedic grape stomping harvest experience, and the beloved annual holiday illumination celebration, Lighting of the Vines, charm guests throughout the entire year.

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