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Rejoicing Vine, A Christian Winery

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For The King - Rocky Ramsey

Wine can be made in a regenerative way, the way God designed. We need far more Christian businesses and Rejoicing Vine is a great example! Visit their website at <https://www.rejoicingvine.com/> --- Support this podcast: <https://podcasters.spotify.com/pod/show/rocky-ramsey/support>

Transcript

Hello, For The King listeners. I am not your host, Rocky Ramsey. My name is Will Drzimsky, a brother in Christ and friend of Raku's, whom he has generously invited onto the show in order to verbally showcase my artwork to you in 50 seconds.

As an artist, I strive to accurately reflect the glory of God and everything that I paint, and through that process I hope to flood as much of the earth as possible with paintings, which accurately proclaim the undeniable fact that Jesus is Lord and the creation which he made commands us to worship him. So if you would like to join with me in distributing clean, refreshing artwork showcasing the creativity of the God who made us, I would be overjoyed to have your help. I run my own website called Reflected Works, where I showcase the artwork I've done in the past, sell original paintings and prints, and take requests for unique commissions.

Once again, that's ReflectedWorks.com, all one word, and I'm looking forward to helping you further the Kingdom of God right now here on this earth by putting some of your free wall space to productive use. Thank you very much for your kind attention, and now, enjoy the show. But I'll not apologize for this God of the Bible.

Hello, friends. Welcome to the For the King podcast. I am your host, Rocky Ramsey, and I am joined this episode with Brother Brent.

I don't know your last name. I'm Brent Comfort. Brent Comfort.

Okay. Pleasure being with you, brother. How are you doing this evening? I'm doing great.

Pleasure being with you. Good. Thank you for the opportunity.

Yes. Yes. I'm super stoked for this.

So a little background on how Brent and I met on the way home from work every day. I pass his business. I pass what he owns.

It's a winery called Rejoicing Vine. And as I'm passing and driving through right here, I think we wrote this in 82nd Street. Yeah, 82nd Street.

So when I'm passing through 82nd Street, I'm seeing these signs, those purple signs. And you have one down there off of Lafayette Road, too. Yeah.

And they're, you know, have a blessed day. So there's already some kind of Christian language there. And then the name of the business, Rejoicing Vine.

And I'm thinking, I'm like, okay, this is probably a Christian-owned business because there's like, it's not in your face, but it's there. There's some subliminal messages going on there. So lo and behold, I visit the website, see that, you know, you guys do market yourself as a Christian business, brothers and sisters.

And yeah, you guys started winery. So that's kind of the backdrop of Rejoicing Vine. Give us a little bit of background on who you are and what, you know, it's a winery, but, you know, what exactly are you guys trying to do with this? I mean, you host events and do the thing.

So yeah, awesome. So yeah, the Rejoicing Vine really inspired by God for us to take on this venture. We're our mission focused winery.

So everything we do comes back to our mission. I would break down our mission simply as to be an asset for the community, to help the community build authentic relationships, to encourage the community to be benevolent stewards of their resources, as well as encourage people to be courageous. I call it courageous curiosity.

So being curious about how we can make our world better, and being courageous enough to do something about it. So everything at the winery kind of goes back to that. We have some kind of sub missions that fit into that.

That's overarching. Wow. High level goal.

Yeah, that's awesome. Yeah. So you guys are not just trying to make a profit, but like you said, build up the community around here.

That's awesome. Yeah. Do you think that is, obviously somebody's, it's not necessarily novel.

People have been doing this before. Do you think that's, that's uniquely Christian thing. That's something we should, we should be doing as Christians.

That's the way you should approach. You know, that's my feeling. Yeah.

I mean, God has blessed us tremendously. And so I want to be a blessing to my neighbors, my community. And that's really the genesis of this whole concept.

Yeah. It really started at the kitchen table. I had come home from a discipleship walk, also known as a mayas walk to a mayus or mayus walk.

It's a three-day Christian retreat. You literally unplug your phone, like you put your phone away, which is difficult. Go to on a retreat and just spend time with, in fellowship with other Christians.

And I came, I walked away from that, like just stunned how I, there were all these strange brothers that I'd never met before. And after three days, like I felt like they were my best friend. Like I known them for my entire life.

Yeah. And out of that kind of came like, and we just don't ever sit down and have these deep meaningful conversations as a society. Not that it never happens, but it's, it's somewhat rare, at least in my experience.

Yeah. And that kind of was the springboard for like, how do we encourage, and we started, my wife and I started talking about it, like how do we encourage others to have these sort of more meaningful conversations about life and, and struggles and being vulnerable with each other to help build those, what I call authentic relationships. Yeah.

And it just so happened at the time, I was also making wine at home. Okay. And I started putting like on my labels, I started putting like Bible verses that were meant to spark conversation.

Yeah. I started putting like questions. It almost became like a, not like a board game, but like, you know, we're drinking a bottle of wine, put it, put it on there.

There's a topic, you know, like, what are you, what, what are you struggling with? Yeah. Right. And the idea was like, everybody around the table had to go around and talk, answer the questions.

Yeah. That's cool. Yeah.

And that was kind of the genesis of, oh my gosh, like we need to do something with this. How do we encourage community and building community? So yeah. Yeah.

I kind of want to revisit your point that in our society in the West now, everything's so superficial. Yeah. It's very surface level and you won't have a lot of people like just sit

down for a day and just think about the day you die, what happens? Yeah.

That's like, okay, to a lot of people, they just want to search that and like put that off the side. I'll think about that when I die and then you will have, you don't know what the answer is. It was, it was Christ all along, but yeah.

So yeah, it's a very superficial. So you can create this environment where you have, oh, somebody said, you know, hey, hey, why did you name it rejoicing vine? Maybe just a random person comes out. Boom.

You can kind of, hey, this is why, you know, here's why, you know, we named it this. We think God's word is important for our lives and you can kind of go into those conversations to maybe challenge them. Okay.

Wow. This Christian actually put some deep thought into the way they're doing there, but it's not superficial. It's deep.

Yeah. He goes deep. You know, Christianity does run deep for sure.

It's cool. Yeah. Anything there or do you want to move on? A million thoughts.

I know. There's a lot. I don't want to right on the head.

Like we want to be, we don't want to be shy about our faith because it's so important to us. Um, we also don't want to, um, scare anybody away. Yeah.

So when you talked earlier, you mentioned like there's some hints. So, um, yeah. And so people are curious about the name.

We jump into like Isaiah 55 and our faith and why it's important. And it's conversations that a winery can bring people to that. Maybe they wouldn't ordinarily.

Uh huh. Oh yeah. The idea of a winery or a vineyard.

So, so biblically, it's a huge biblical symbol. Yeah. Um, Noah plants a vineyard right after God floods the earth.

He plants a vineyard and, and the Lord calls his people his vineyard. You know, he's, he's has a people that he's growing and cultivating for himself, you know? So, I mean, amazing. Just, just the fact that you're doing this is like, there were people, Israelites doing this in the land of Canaan, you know, thousands of years ago, having just a, just a winery, you know, for a sec.

So our vineyard. So pretty cool. Um, how, so you had kind of walked through about, you know, how you guys got to the point of starting a winery, um, you know, kind of spiritually, what got you there.

But when did you kind of get to that, that point where you were, okay, this is actually feasible financially. So I kind of want to start thinking about, um, like maybe some, some business kind of wisdom for, for, especially as a Christian, like, you know, you don't want to, you don't want to be a fool. You want to be wise.

Christians want to be wise. So it's like, how did you get to a point where you're like, okay, this is, this is something we can do and be successful. So, so I'd say that process was like years.

Okay. It wasn't like overnight. Um, and it was a lot of prayer and a lot of, um, discussions with my Bible study, uh, group and having them pray.

And, um, because there, this is a big financial investment. Yeah. We're putting all of almost all of our life savings into this.

Um, and ultimately, yeah, you know, I, it's a risk. Yeah, it's a risk. And so it was through all that prayer and obviously analysis to that.

Um, I thought we could do it. Um, I felt confident the Lord was calling us to it. That's probably the biggest thing.

Um, was once I felt this like, I am sure beyond a shadow of a doubt, this is what the Lord has called me to do. Then those questions just kind of dropped. Yeah.

And it was like, it doesn't matter. Yeah. It doesn't matter.

Okay. It's all of our money. Okay.

Yeah. It's scary. Still scary, like terrifying.

Yeah. You also know, like I told my Bible when I made that decision, I told my Bible study group, like I'm going to be successful. That may not mean I'm going to become wealthy from this.

That may not mean that, um, I don't lose all my money, but if God wants me to do this, like I'm going to be successful in his eyes. Yes. Yeah.

In the important stuff in the kingdom. Yeah, exactly. I'm not going to, it, and it may not be financially successful.

And once you kind of, for me, once I kind of stopped wrestling with that, it was easy for me to go full bore, uh, into it. Yeah. Yeah.

It's always, I think important to have that, that heavenly perspective as well. Yeah. Um, but also from a business perspective, um, you know, for us, it was, we've found the winery industry in general is extremely inviting, uh, and collaborative.

Like, pretty much every winery in the area, if I have a question, like, even if I don't know the owner, like I could reach out via email or phone and almost always get a call back. Um, that's cool. Part of our journey as business owners was getting involved in the industry.

So we would go to, um, Indiana has a winery and vineyard association. We started going to those meetings, nice meeting other winery owners, talking to them, um, the easily family in downtown, Indianapolis has been extremely gracious to us, uh, in terms of coaching and guiding, um, Mark and Meredith would sit down with us, meet with us and talk through like, this is what you're going to expect. You know, this is what you're going to have to pay for, you know, the first few years and just kind of walking us through what it really means to own a winery.

Yeah, I think so. What's kind of coming to my mind is in proverbs 15, it says without counsel plans fail, but with many advisors, they succeed. So, yeah.

So I think that's kind of what I'm hearing here. It's like, okay, if you want to be wise in your business venture, that do some, do some, do a Christian version of networking, not trying to take advantage of people, but like you said, being a blessing to your community, but then also receiving whatever they're willing to help you with, you know, um, yeah, that's, that's awesome. Uh, I appreciate that a lot.

That's, that's wise. Um, what do you think about, uh, I kind of want to revisit the risk taking, um, aspect of it. I mean, I think a lot of young men, you know, I'm, I'm 25, I'm younger.

Like, I don't know how many young men are really raised with an attitude of like risk-taking. I feel like a lot of people in our society, in the West, in America, very just like play it safe. Just like, here's the, here's the track.

Just, you know, go to public school, get your education and go, uh, get your degree and then go work a job, uh, for the rest, you know, for the rest of your life. And it's very cushy and just like safe. Yeah.

You know, you're always working for somebody else. You're not going out sticking your neck out where you can get gouged, you know? Yeah. So this really is, like you said, it's a risk.

You know, what are, you would kind of talk about a little bit, a lot of it entails like trusting God with the risk, but yeah, what are your thoughts there on just, do you think we don't take enough risks as Christians right now? Um, do we not stick our neck out enough? Or do you think we do, we do it too much actually? We're viewed more as the, as Christians or as Christians or as business. Um, I guess maybe just like, step back, Christian. I would say in general, we probably don't take enough risks.

We're too calculated with too worried about, uh, I mean, take evangelism for instance, like, um, and I'm guilty of this just as much as anybody, but in the office, in office place at a corporate, I worked at large corporations before this and like talking about Jesus is not easy or comfortable in those settings. Yeah, it's a risk. Yeah, it's a risk and you don't see it very often.

So that's where in my mind, I'm thinking we don't take enough risks. We, we play it a little too safe, trusting more on our own understanding than his. Yeah.

Um, yeah. And yeah, but I'm guilty of that too. I know.

Like I'm not, I'm not trying to cast judgment on anyone. Like I'm just as guilty, but I think the more, the more you start taking those risks and maybe they're small in the beginning, the more comfortable you get with them. Um, and so, so my background, um, from a work standpoint is, uh, I, I studied as an engineer, um, went to college for that graduated.

I got really heavy into innovation. So I'm, I always called myself an entrepreneur. I worked at large corporations, um, but I was always working on the next generation products.

So they would come to me or the team I worked on and say, blank sheet of paper. What do we develop? We would do market research, talk with customers, try to figure out what new product or what new product features, uh, we should develop, work on it, develop the concept, iterate. Um, so anyway, through that whole, I was, did that for about 15 years through that whole process.

It's all about taking small risks, failing quickly is kind of the concept and innovation, fail quick, learn fast from it. Right. Fail forward is another term you'll hear.

Um, so I think as Christians, we could take that Sam approach that the world has kind of developed, um, and fail forward, like take those little risks, talk to that neighbor of yours. Yeah. You know, it's not going to go well every time, but learn from it.

Yeah. No, that's great. Yeah.

Yeah. Um, just kind of thinking how it's kind of out of our comfort zone naturally to do that. Um, if Jesus has loved your neighbor as yourself, that implies you love yourself and you do want to preserve yourself.

Like we don't, like if there's, if there's fighting going on, you usually don't naturally just want to initially run towards it and heart and get yourself harmed. So the same love you have to preserve yourself, not in a selfish ambition way that Christians know why we hate that they do nothing out of others. Like as a father, right? Like you work out or whatever.

So you can defend your family, you know, not necessarily. So you have to look, you know, just everybody can say, Hey, look at me. That's selfish ambition.

So it is by nature, not something, um, God has, well, in a sense, he has prepared us for that, but it's, it's a lack of faith, I guess, in a sense, because we, we want to always just protect ourselves rather than like you said, fall, fail forward. And yeah, it's a take the hit. I think part of it's our, our culture really is we're a culture of comfort, right? Oh yeah, that's comfortable.

We want to be in our air conditioned homes on a soft, comfy couch. Yeah. Watching TV.

Yeah. You know, you're right. It's that plays into it.

And you get used to that. And, um, being uncomfortable is, is strange. Um, but I think it's important to learn to, to be uncomfortable, be okay with that, but do it wisely.

Like it's not just uncomfortable for uncomfortable to say, yeah, like it's a set of system. Yeah. It's, it's, um, I have a goal in mind, whatever that goal is, whether it's business, whether it's spiritual, whether it's physical, like physical is an easy one, right? Like if you want to get in better shape, like it's uncomfortable.

You got to go work out. Like you got to run. Yeah.

Do you think? And like most of those things are not enjoyable. Like at least at first, like you can learn to enjoy them. Yeah.

Like you're out of shape. It's not fun to go running. Yeah.

It's uncomfortable. That's a good point. I think that's probably the principle here is it's not at first it's, it's uncomfortable and hard, but you know, as we take more risk as specifically Christian men, you know, we're, we're like, that's kind of what God made us for, um, to take risks, you know? Um, so that's, that's good.

We need to build ourselves into it. Um, one other thing I wanted to visit on that you had said, I think it's wise is you had started the winery as little side hustle. You were making wine at your home and you grew to enjoy it.

You had a desire for that. The Lord kind of put that in you, that gift there to enjoy that. And then you started sharing that with friends church vibe agreement.

Hey, you know, uh, this, my wine bottle says, you know, what am I having trouble with? Let let's, let me disclose that. And let's work through that and pray through that. So you invited other people in and then now it's now we're here, you know, where you have business now.

So yeah, I guess what is some, um, some of your thoughts there? Like, did you, as the

Lord kind of opened up that door, you said you just felt more like the Lord was calling you to do this. Yeah. Um, do you think that should be a normative approach? Like men should be kind of, okay, what does God kind of already made me like? Like you enjoyed making wine or something.

You just naturally want to do. So you kind of see what I'm saying. How did that, do you think that we need to be more in tune with how the Lord is doing that in us as individuals? Absolutely.

Yeah, we can all be more in tune with that. Um, it takes time though. It takes, um, I mean, early on, I was pretty convicted that internally, my, my biggest struggle was not that, um, we had the resources or the know-how or any of that we did.

Um, yeah. Like I was an amateur winemaker. Like I know nothing about commercial winemaking, but my biggest thing was like, is the Lord really calling me to make alcohol? Right.

Yeah. Um, the people can get drunk. Yeah.

Like people do abuse alcohol. Oh, they do. Um, yeah.

Um, believe it or not. Yeah. And so, and some churches look at alcohol as like a demon, um, and stay away.

And I've already had these conversations with churches. Really? You've been approached with that? Christians are like, dude, what are you kidding me being in this industry? Really? Yeah. Okay.

And I kept over that period of a couple of years, like, as I would pray about that particular issue, like I kept like I'd go to church and then like they would talk about, um, the verse that's like, go to the ends of the earth. Like, and so it's, I kept hearing that verse like over and over. And then it kind of like started sticking in my head.

Like, yeah. Like when I first became a Christian, my thought was I gotta be a pastor, you know, I gotta work in ministry. That's what it means to be a Christian.

Yeah. If you're going to be a real Christian, you know, real strong Christian, you've got to be a minister of some sort. Um, and then like that verse kind of was like calling me and like, no, like Jesus needs workers in all the fields of the world.

Right. Not just at the church. Yeah.

Amen. Um, that's awesome. And where am I going to find someone who, uh, might be struggling with alcoholism who needs Jesus? Yes.

A winery. Yeah. Right.

Yeah. So it's a great point. That kind of really, once that settled in really, uh, it hit my conviction went from like a little bit to like a ton.

Yeah. Um, and I'm like, okay, I'm all in. That's awesome.

I love that point. That's something I've been, I think I'm maybe touched on a little bit in the podcast before, but that, I appreciate you just explicitly saying that to be a faithful Christian does not mean you have to be a pastor. Yeah.

You can be faithful in other ways. Not every person is called to be a pastor. So if, if, if the pinnacle of being a Christian is to be a pastor, then technically you're saying everyone's called to be a pastor.

If that's, if that's the goal of every Christian. Yeah. That's not biblical.

Yeah. It's not who's going to reach the, I mean, I'm thinking in this setting, you're not going to get like your 20 year old bar hop or you're going to get like your, um, like 45 year old T total or kind of, or I'm just thinking of like a mom that like kind of gets a little drunk each night, you know, because maybe she doesn't have a good home life and that's like her way out. I'm thinking of something like that possibly.

Yeah. Um, but yeah, you will get to interact with people that may have, may like have a, have a sinful inclination to abuse alcohol. Yeah.

We need Christians or turn to alcohol instead of God, you know, as their, uh, way for coping with, with whatever they're dealing with. Yeah. Um, so yeah, once I got that, and then once it really hit home that man, Jesus made wine.

Yeah. It was the first thing he did as a miracle. I know.

Right. And he made a lot of it and it was really good. Yeah.

Yeah. Okay. That's good.

Yeah. Yeah. I kind of, the people that have that objection, I like to call that a grape juice Christianity.

And the reason why is because, you know, in the West we've kind of shifted more to having grape juice at the Lord's Supper. And it's like Jesus literally was sipping on wine in the upper room. Like why, I guess, yeah, it's still a great product.

Sure. But no, Jesus had like straight up wine. Now it's not like as strong as this.

The wine that they had back in the day was a little more toned down. Um, but yeah, it was wine. And like you said, in the wedding and peanut, like Jesus was probably drinking that wine and celebrating.

Yeah. Like, do we think he just sat back? I was like, look at those centers getting drunk on the wine I just made. No, he was probably indulging, celebrating and not getting drunk, you know? Yeah.

So I don't know if you have any thoughts on that, but I just, yeah. I mean, I think ultimately a lot of us look to something like alcohol or sex. Yeah.

And it becomes demonized. Um, but these are like sex, for instance, is often demonized. This is something the Lord like created beautiful in the right context.

Alcohol, I kind of see is the same way. It can be beautiful as part of a celebration. Yes.

Um, um, but it can also be demonized, but the alcohol is not the issue. Yes. It's the heart of the person who's abusing it.

Yeah. That's really good. That's the issue.

Exactly. Exactly. That's awesome.

I appreciate that a lot. Yeah. That's a good perspective to have.

Okay. So let's just, let's, let's talk real quick briefly about your, your actual product. So walk me through a little bit about how you're, you know, developing your wine.

Yeah. You know, some of your options and, uh, I would like to know because they, you have, you know, you have binds out back here. Yeah.

So what's your management practices on those? Are you like trying to go out more organic route or like a conventional route or kind of what's that look like? You guys don't do anything conventional. You might learn that quickly. Uh, so, okay.

Let me talk about the line. So back to that mission. Um, one of my big passions, uh, is sustainability and helping the earth and battling climate change.

Yeah. Um, one of the very first things we said is like, we want to encourage, uh, Hoosiers to be more sustainable, to live a more, uh, uh, a greener life, if you will. Okay.

So the first thing we said was we're not shipping in grapes from California. Yeah. That's a lot of wineries.

I'll do some grapes. Grapes and wine from California are phenomenal, uh, world-class. Um, but grapes need to be picked and, uh, pressed and fermented right away.

If you're not going to do that, you have to refrigerate it. So shipping grapes across the country in refrigerated trucks, um, from a sustainability standpoint made no sense. Yep.

Yep. So we looked at what grapes, uh, grew well in our climate and it turns out, um, most

of the grapes produce juice that is high acid, low tannin. Um, what that essentially means is we can't make a big red, bold California wine.

It's very difficult without, uh, with high acids, with low tannins. Um, but what it does mean is we make, we can make great sparkling wines. Um, so similar to the champagne region.

So everything we do is sparkling because the grapes we can get lend themselves to that sort of wine. Uh-huh. The second reason for sparkling is, um, we can serve out of casks.

So we fill, uh, stainless steel casks. Four out of the five wines we have right now are served here in the tasting room out of a keg. Um, every time we fill a keg, we're reducing our waste.

Um, one keg is 75 bottles worth of, um, wine. So we're saving 75 bottles, 75 labels, 75 corks, cages, foils. Uh, every time we fill a keg, they're reusable.

I think over the life of a keg, we can get on the order of 10,000 bottles out of the landfill. Um, it turns out that packaging, um, is, it varies, but some estimates say anywhere from 50 to 70% of the carbon footprint of wine. So by eliminating our packaging, um, at least for wines we sell here, um, we're cutting our carbon footprint in half, maybe, maybe more.

Yeah. So it goes back to that mission is like everything we do at the winery goes back to one of our missions. Wow.

And this one, uh, in particular sustainability and being benevolent stewards of the resources we have. Yeah. That's interesting.

Cause we were just talking before my profession, you know, that's, I'm like, I, I work on, I don't do any sustainability work, but I work on our compliance team, which is part of, part of that whole, that whole discussion. So that, that is great. That is awesome.

Um, yeah, to hear you taking care of God's, you know, I, I don't know like what term use for it, but, um, I've heard that creation care is, is one, one term that Christians use for our disposition towards the environment. A lot of people have accused Christians of being like the reason why, I don't know if you're familiar with some of the argumentation there, but it would kind of come, come down to your eschatology a little bit about what you think is going to happen to the earth. So some Christians teach God is going to destroy the earth when Jesus comes back.

He's going to judge everything and destroy the earth. Yeah. And people don't believe that.

I think, well, if God's going to destroy the earth, who cares? You know, and those

Christians are over consumers, right? They're the ones being over in something, you know, not treating God's creation very well. Um, I would take a position more of this earth is always going to be here. God cares about this earth.

He created it and he said he's never going to destroy it again after he flooded the earth. Um, that's what the rainbows for never going to destroy it again. So, um, I think it's, it's actually incumbent on Christians to take care of the environment.

Um, and I love that you guys have that as a core value here as a Christian business is taking care of the environment. I would agree with you. He put humans in place of the earth to be stewards of the earth.

Exactly. Like not just to do whatever we want with it. Yeah.

Is it loving your neighbor to spray a neighbor to, you know, contribute to any kind of biodiversity loss or destruction of any native species? You know, um, even the supply chain problems, like you're talking about, like trying to ship all those grapes over. Um, yeah, that's not, that's over consumptive and, and, um, creates more energy loss. That's not going towards the product, I guess, all the, all the shipping and all the containers, like you're saying, you know, how much containers you save for the kegs and you don't have to have them shipped over, you know, from, um, all of the energy that's used with that, with the supply chain there.

So, so that's awesome. That's great. Yeah.

Yeah. So, um, let me talk about the vineyard too, because we're doing a lot there, similar concept. We're trying to be stewards of our environment.

We farm, um, in a style called regenerative farming, which is essentially, um, working with nature rather than against it. So, um, I tell people the whole goal of regenerative farming is to build life, cultivate life is the term we use. Um, so everything we do on the farm is looked through with that lens.

Is this activity going to help us cultivate life? Yeah. Uh, or is it going to destroy life? Um, so yes, ultimately we want a farm, our farm to be an ecosystem that's just exploding with life. Yeah.

Uh, like I imagine the garden of Eden. Right. Exactly.

And we want to avoid things like pesticides, um, which are by nature destructive to life. Um, so yeah, so we're trying to do that. And that we're the first or the only that I know of, uh, in the state and the region.

Okay. So just the fact that you've saying that and all the people that listen to this for like my church and stuff, we're like, we're crunchies. So, uh, I bet they will purchase some of

your guys's product because Candice and I, my wife and I, we, we were trying to find a winery purchase wine from that does not use anything.

There's no preserver preservatives or anything like that. There's no shelf life to it. Really.

That's like, you need a crazy preservative. That's bad for your health. Um, so I, I imagine I, I'm really hoping for you guys opening.

I'm really hoping for you guys listening. Um, you know, if it's okay with you, um, like putting that on my website and, um, I want, we need to start supporting Christians that are doing good work and Brent is. So if you care about that, God's creation being cared for and stewarded properly, like this, this ground here is being oriented in the right direction, that conventional farming operation down the street here, like the monoculture crop fields over there.

Those are not being oriented towards the greatest good. This, you guys are doing that. Yeah.

Um, so support this brother, come buy some wine. Um, it's right off of 82nd street. Yeah.

We can, well, I'll put obviously the, all the, in the show notes, like the actual, um, website rejoicing by.com and you can get the address and all that on there. Do you guys do any, um, like, like, could you do local like drops or something? Um, or do you, do what you got to come here and get your bottles? Yeah. We don't do anything of that yet.

That nature yet. Um, everything we sell is out of this tasting room. Yeah.

Okay. Okay. Okay.

Well, I don't think it's a problem for people coming in. I was just curious if you had any, like, like, if you do, do you like, is there any brewery or something downtown you guys would, do you want like relationships like that in the future? Oh, absolutely. Rejoicing fine.

Absolutely. Your bottle is at this. Everything we try to do, uh, we source everything that we can local, uh, like our cheese is kind of our flagship.

We get it from, uh, uh, tulip tree creamery. Okay. They're about five to eight minutes down the road at 80, no, 63rd and corporate drive.

Yeah. They do all their cheese from Indiana milk. So, again, for us, it's about building community and that includes the people we work with our suppliers, our customers, uh, from a business standpoint.

Yeah. Okay. Are you feeling it? Permaculture? Have you heard that term? Yeah.

Okay. Absolutely. So let's say regenerative agriculture is very similar.

Yeah, exactly. So me and, me and a few buddies are certified, uh, designers for Permaculture and stuff. So yeah, we're, we're trying to, yeah, I guess.

Yeah. That'd be awesome. Um, I, I maybe in the future we can figure out like, if you could be a guest writer, would you, would you come on and write an article to get, yeah.

Because, um, we have a little, you know, sub stack. Have you heard of that blog blogging site? Substack. Yeah.

We have a sub stack for the, for the Permaculture stuff. So that'd be awesome. That's really cool.

But you guys are doing exactly what kind of we're aspiring to. So, I mean, that is just really encouraging. Yeah.

We need more to give you a tour sometime during the day. Yeah. You can see like, um, the plant life out there is like, yeah, phenomenal.

Like there's so many different plants, so many different, um, um, flowering species, native grasses. Like that's awesome. I geek out on that stuff.

Probably more than any of the listeners want to hear, but yeah. Yeah. Uh, I mean the key to God's world is diversity.

Uh-huh. Uh, and I find so much benefit from doing like to farming and, and looking at nature and how God has designed nature. Uh-huh.

And those things just teach me so much about who he is and what he cares about. Yeah. And I love that.

Yeah. It's beautiful. Yeah.

What, what are some, in terms of the product itself, like the wine you guys create, do you notice, uh, a different kind of quality or like texture, I guess, to like locally grown grapes pressed right away, not shipped? Like how does that impact? Like, I imagine that the quality of the product is, there's a difference. I hope. Um, so I'll be clear though.

Um, vineyards take four years to produce a full harvest. Okay. So like our wines right now are not from our own.

Okay. Um, they're coming from regional, local or regional grapes, mostly Indiana and Michigan. Okay.

Um, so, so still local. Yeah. Um, but I'm not the one pressing them.

We get a lot of juice. Um, so, uh, in the future, as our vineyard comes online and starts producing, I hope there's like a big difference in quality. Yes.

Yes. But, um, I can't say I've noticed it. Um, a lot of our wine and we're doing very different wines.

Like if you go to another winery, um, they may have one sparkling wine on their menu, if any. Yeah. Um, and we're all sparkling.

So it's kind of like trying to compare an apple and an orange. Ultimately, I do believe in my heart that the closer you get to the source, the fresher it is. Exactly.

The more, um, with regenerative agriculture, one of the big benefits is your fruit, uh, or your vegetables are more nutrient dense. So that nutrient density, I think will translate to quality. Yes.

Um, totally agree. Yeah. And I'd be curious, just like what your fermentation process looks like.

Like if you have a healthier bacteria culture, um, because they're, they're so like nutrient dense, like you're saying, and the sugars are so fresh. Well, I'm just curious as you guys grow. I mean, I kind of would like to hear about that as you guys like grow in your, your business model, you know, and start pressing your own stuff.

But yeah, but yeah, we just need, we need so many more Christians in this regenerative agriculture space. Um, it's definitely been like, I know when I initially was getting into all the environmental stuff, you think being, uh, conscience conscious about the environment is a left thing. That's what like liberal atheistic liberals, hippie hippie people do and Christians are the ones that are like, yeah, like over consuming, like I was talking about earlier, you know, um, we just, we've kind of conceded that space to the people that don't have the same worldview as us.

Um, even though they, they agree, you know, with the principles about like the earth is in trouble. Yeah. Um, it's coming from a different place that the reason they want to save it is because well, they want their kids to not suffer for us.

It's because yeah, we don't want our kids to suffer, but also God created this. Yeah. Therefore I care about it, you know? So there's something deeper there.

I think the Christians, a Christian, a Christian trying to engage in that. So yeah, what are some of your thoughts there on, on just, um, regenerative agriculture as a space for Christians, you know? I mean, I think everybody should be doing more of that. Yeah, absolutely.

Um, and I don't, I tend not to look at left versus right. Cause I don't think, I don't think

either when you talk political systems, I don't think either is Christian. Yes.

I totally agree with that. Yeah. Um, so, um, I think as Christians, we're called to be above that.

And, uh, yeah. And I think stand out. Yeah.

Stand out. And some of those ideas, Chris Cross. And anyway, um, yeah, I would love to see more business owners, more Christians, more farmers in general adopters.

Yeah. That style. Uh, what, what are some resources for that? You found, who do you like to listen to? How does you get, you know, regenerative? Like, where does it, would that come from? Yeah.

So I really started with Gabe Brown. It's kind of Gabe Brown is the name. He's a rancher in South Dakota, if I remember correctly.

Okay. He started doing this stuff like 20, 30 years ago. And it's funny to me, it's a God story.

Like, um, he did it out of necessity. Like he started a farm. He was farming traditionally.

Um, if I remember his story, right, he had two or three years in a row where just before harvest, they got hail, um, and wiped out his entire crop and he could no longer afford, uh, chemicals. He can no longer afford, uh, pesticides, fertilizers, things like that. And so he years he started noticing like, um, his crops were better.

Um, and so he stuck with it and he's, I forget how many decades, it's been decades where he has not put, uh, chemicals on his farm. Um, and he sells some of the, he's done like nutrient density testing and sells some of the, the best or most nutrient dense, um, meats, eggs. Um, that's awesome.

But yeah, he's, he's kind of an innovator too, I think. Yeah. I'm gonna check him out.

He finds a way in his book is he's got a book, um, forgetting the title, but, um, it's more of his story than it is like how to farm regeneratively. But in his story, you can clearly see he finds ways as a business to take a waste and use it as an input to something else. Yeah.

Yeah. And he's done that. So he's, you know, his, his ranching waste, his cattle waste becomes fertilizer for the, you know, the other crops and just everything in there.

He has a cycle. Yeah. That's cool.

It's very cool. Um, so did you, did you get there, uh, like you just stumbled upon him or like, I know for us, we had a health issue first. Me and my wife had health issues and

then we were like, okay, something's wrong with, like what's wrong with me? What's wrong with me? And then we figured out it's like all diet related.

Yeah. It's like, well, why is diet related matter? Oh, because of what they're doing to our food. Yes.

Oh my gosh. Yeah. So did you start with the health? I know a lot of people that get here, it's from a health issue.

Yes. So, um, great question. I started because my cholesterol was like through the roof.

My doctor wanted to put me on a stat and I was looking at it. I'm 42 now. At the time I was probably 38 or so, probably about five years ago.

Um, when I really got into this, uh, and I was like, like, let's assume I live, I'm lucky. And I lived into my eighties. I'm like, I'm going to be on a medication for 40 years, 40 plus years.

And the thought of that was like, like cringy. Um, so I was like, there's gotta be a better way. Like what's going on here? And I started researching cholesterol and I was like, okay, I'm going to start eating.

I'm going to start following some of these suggestions. Um, and I stumbled upon a plant based whole food diet. Um, and I was like, okay, I'm going to do one meal a day, plant based whole food.

Uh, and then I was like, oh, this isn't as hard as I thought. And I ended up every meal became plant based whole food. And within two months, my cholesterol was in half.

It was like a hot, our 50 points below the threshold of what they consider high, like totally fine. And it was all my diet, the kind of the traditional Western diet of processed foods full of high fructose corn, syrup, uh, seed oils, oils. Yeah.

Um, and just cutting all those out. Um, and I never felt better. Um, had the most energy I've ever had.

Now I will footnote here, COVID hit and it became difficult to go to the grocery every day for fresh produce. Uh, and I've kind of backed off that a little, but yeah, I still feel that that's kind of the, uh, I call it my Genesis one 20 diet. Okay.

Yeah. Yeah. Even used to see the bearing plants.

Yeah. That's funny. You went there.

Usually people would be like, oh, it's Daniel diet, you know, only that vegetables. I haven't heard that Genesis one 20, but yeah, it's there. Yeah.

Yeah. I, I, it usually is a health issue, which I think is fascinating, but it gets people around about to the environmental question too, because the environment is necessarily correlated to food production. It just is, you know, so they're, they're always connected and they run together.

Um, yeah, I, I kind of, you, you're trying to care for, for creation, um, environmentally, it's like preventative healthcare, but people don't see it that way. Like, oh, you're just, you know, you just care about the soil and the plants and stuff. Yeah.

And it's like, well, no, you're, you're preventing your own health issues because you're, you're actually matching up and God created us from the ground. He created us from the, from the dust. So we ought to mimic the ground in a sense, like being, being tuned with, with the way God created the world.

Um, and yeah, conventional modern day agriculture is completely human, like it's humans imposing their will on the creation rather than working with, like you said, working with the way God naturally designed it. Um, so obviously it's going to have health issues since we're from the ground too. It's going to impact us.

We are ground in a sense we're made from the dust. So that's kind of my perspective on it. Yeah.

That's interesting. I think it's funny how we, I think we go in cycles of thinking as humans, we figured out God's world bacteria is like a classic one, like, right? Like 20 years ago, it was like antibacterial soap, everything, like kill everything, you know, bacteria is bad, right? It's just, it's bad. There's no such thing as good bacteria.

And now we're like, we need bacteria in our gut because they help us extract nutrients. And it's kind of the same with the plant world bacteria. It's all pathogens and oh wait, no, plants actually have relationships with bacteria and fungi and get their nutrients from them.

Yeah. Interesting how God created all this together and it doesn't need humans to fertilize it. Yeah.

Yeah. All the, the over fertilization did not create a more nutrient dense food. Like your buddy gave, gave Brown, right? You know, his food is more nutrient dense without added nutrients to the fertilizer because that's not very bioavailable.

It's usually just runs off on the stormwater anyways, and it ends up in the Gulf of New Mexico. It's not, it's not staying on your site, but when you get that nutrient cycling in the plants, it does stay on site, you know? So your soil is just going to, it'll be fun to see how your soil benefits. That's another risk I'm taking.

But I think back to our point about business and taking risks, like our business is not

dependent on those vines. Yeah. We have built it.

So if those fail, we can still survive. So there is like strategic thinking and all of this. Gotcha.

Yeah. Yeah. And I think that's good.

One thing I wanted to mention to people too, if you're aspiring to start a business, like and fearful of the risk is like start somewhere, take small steps. You don't have to build your business in a day, you know, or you don't have to build your, you can have a vision of what you want your business to be and start somewhere else. Yeah.

You don't have to start your business at the end game. Like people often like with a winery, like we have, this was not our vision. Like I would love to do so much more, but it's like, we've only been given so many resources.

And yeah. So figuring out like, how can I do what I feel like God's calling me to do in business with what I already have? Yeah. Right.

And maybe it looks different than what you're envisioning. But that goes back to one of my favorite passages, which is where our name comes from is Isaiah 55. I always gravitated to the passage that says, um, for my ways are higher as, as higher as above, as far as the heavens are above the earth, my ways are higher.

Yeah. So like trusting that, um, your way may not always be the best way. Yeah.

Yeah, that's true. And God may have put those restrictions on you in terms of budget, resources, whatever, because his way is different. Yes.

He sees a different path. You're right. Yeah.

That's a good point. He may have restricted you. You think it's restriction, but it's actually, uh, he's, he's expanding something.

Yeah. Yeah. Or he's protecting you from stupidity or something.

Yeah. He's putting bumpers in your, in your, in your, yeah. And you're bowling lane.

So you can still throw that. That's a funny analogy. Yeah.

That's a, that that'll preach. That's a funny analogy. I mean, it gets the point across though.

Yeah, it is. God does protect us. And yeah, I can't forget that as Christians, God is, he's not, we're not, we're not deists where God is just up in the heavens and he doesn't care about us.

He is actively involved. And even your business venture, what I'm doing as a man, he cares about his children. Yeah.

He will put bumpers up and protect us. Yeah. Um, yeah.

Yeah. So one last thing, coming up here on an hour, just some practical advice as a man, uh, starting a business, how has this impacted family life? Um, and how you are, you know, leading as a father, uh, a husband, you know, what does that look like, um, for you? It may be given like a, maybe just like what's some sober realities there of maybe some hardships or maybe it's not as hard, uh, in terms of family life. It seems like you and your wife do this together, which is, yeah, we do.

That's awesome. So maybe give me, give me a little bit of that too. Cause I mean, I love that.

I love that you guys do that together. Um, I mean, with anything you have to strike a balance. Um, I was having a conversation yesterday with a friend about, um, I'm very driven.

Um, I want to succeed in everything I do. Um, but there's a fine line. Um, when you're driven like that, there's a fine line between, or it's an easy path to get off of where like the winery becomes my identity versus my identity in Christ.

And so there's a fine line when you're driven to succeed or to accomplish a goal, but that goal doesn't become an idol. Right. Yes.

Always important. And what I found personally, I've had to do because for a while I was working seven days a week here. Um, and unbiblical, um, I found taking a Sabbath.

So like, I take Wednesdays off just cause, uh, the winery is generally open on the weekend. So Wednesdays are my day to be at home. Um, and rest, um, air quotes, not that I rest physically, but resting from my to-do list of the winery.

Yeah. Um, and I found that really has built my faith. Um, because I have to think like, got my to-do list is a million miles long.

God with one breath could, could check them all. Right. But he doesn't.

So he wants, he wants me to live in that tension and have faith that it's okay. Uh, and so I find that Sabbath day really helps me, um, stay on the side of identity where I'm leaning towards Christ for my identity. It reorients you every week.

You have a day to reorient yourself to Christ. Yeah. Rather than making the winery and its success my identity.

Yeah. Um, yeah, that's good. Yeah.

Uh, and it gives me time to be with the family. Um, that certainly has been a trade off. Like, um, before this, I was a stay at home dad for three years.

Um, so a lot of family time, family time every day, all day. Um, I feel like I was ill suited for that. Um, but, um, that's what I was called to in that season.

Um, but now I'm like, I not there every day, all day. So it hasn't been a struggle. Yeah.

Challenge. Okay. So trying to set boundaries of like, I'm going to be home for my children, you know, and when I'm there, I'm going to be, I'm going to put the phone down and I'm going to be there.

Um, and I don't, I don't always succeed. I fail at that, but it's getting back up and remembering, okay, this is a family is a priority. Exactly.

Um, I did terrible last week. I felt overwhelmed. So I worked more than I should have, or yeah.

Um, giving yourself grace is important too. Yeah. Yeah.

No, that's helpful. And there's, there's some realities there of when you do take a risk like this, what accompanies that risk is all the, all the work, you know, that's why it's a risk. You got to, there's a lot to do if you want to succeed, you know, um, he who doesn't work, doesn't eat, you know, it says that first that's the audience.

So, so the Lord obviously has put in his world. I mean, you brought up Genesis earlier, like Adam was told to work. It's good to work.

Yeah. But yeah, we can work in such a way where we never, like you said, Sabbath rest, we reorient to Christ and our, and our families, you know, and that, um, so that's a, that's a good sober reminder for those of us that are entrepreneurial, um, sticking your neck out. It's going to be tough to, which is probably why it's better maybe to start at the side hustle and kind of ease your way.

Like, like you said, it is somewhat easier way into it, but then once you go full set, I mean, yeah, you're in there. Yeah. And my wife cut and I kind of consider it's like a third child.

I mean, literally it is, uh, if not more work than having a kid as much. But she's invited into this, right? She is like, when I was on the website, it seems like maybe she kind of does more of the events and stuff and kind of helps run that. She helps with a lot of stuff.

Yeah. She also has a full time job. Okay.

She's supporting our family while we get the business up and profitable. Um, she's amazing. Um, yeah, she's kind of the rock of our family for sure.

So when I'm, when I'm unstable and like, in the sense of like, this is going to fail. We're going to lose all our money. Yeah.

Like she's the one that's like, just remember like we're convicted. This is our path. You know, she brings us back.

Awesome. Yeah. Good.

But yeah, she's involved when she can be, helps us run events. She put together all this decor that, uh, she painted that wall by hand each time. Wow.

That's awesome. Yeah. So it was a lot of this, this interior already here at that last, or was this a new building? Uh, the building was here.

We gutted it from front to back fully. Yeah. So everything's new except the floors, but we did refinish them.

Nice. Yeah. Looks great.

Everything painted. Everything's been refreshed at least. Yeah.

Most of it's been completely redone. Yeah. Well, cool.

Yeah. She's put a lot of the legwork in there too. That's good.

Yeah. I think it's important to do things. Yeah.

Ventures as a family, I guess. I like to see that your, your wife's involved with this and maybe you guys can just kind of tag team this together, you know, and this can be just a family enterprise and there's no outside, you know, jobs. I guess you guys have to work.

You just focus here, you know. So yeah, we've kind of missed out a little bit on that, um, in the West after the industrial revolution, everything's outside of the house or, well, it's fine to be outside of the house, but there's no role like family, family ventures anymore. You know, it used to be it's like a family enterprise, you know? Yeah.

So that's awesome. Yeah. Any final thoughts before we wrap up here? Um, I can't think of anything.

Yeah. Yeah. Well, thanks, Brent.

Uh, amazing conversation and I appreciate what you guys are doing here. I'm thankful your brother in Christ and you're doing it for the glory of God. Um, so thank you for that and for your, for your hard work and, and may the Lord bless you.

Um, and that, so I always, uh, well, I guess before I actually sign off here, uh, look at the show notes, we're going to have rejoicingvine.com. Go, go to the, their, their webpage,

uh, take a scroll through there. It's one page. It's not, you don't have to go to a bunch of different pages when you click on the link up top.

It's all one page. It's just one more page. So just kind of scroll through that and see what they're doing.

Uh, they do hold a lot of events. I know there's some like cookie decorating stuff coming up here. If you got, you know, kids that would really like, that'd be a nice family event to come to.

Um, so you can go, go check that out. And there's like going to be a Christmas, there's a Thanksgiving one as well, but it was a Christmas tip. We've got, we've got, uh, yeah, we do bubbles and brushes every month.

That's like an art and camp, uh, our art and wine event. Um, don't have to have wine. Kids can come, uh, it's canvas painting.

Uh, we do cookie decorating. That's coming up in December. We have a family photo shoot, um, on a black Friday.

Um, all every dollar of those ticket sales goes to, uh, Crooked Creek food pantry right down the road. Nice. Um, super, super reasonable.

Um, you can get your family portraits done for \$30. Yeah. So, um, yeah, but anyway, we're trying to host all sorts of events to help bring the community in, help them build relationships.

Yeah. I love that. So yeah, you can, we, we also host, uh, private events.

I'm really trying to push for, uh, helping charities. Uh-huh. So allowing charities to use our space for their events.

Yeah. Yeah. So if any of the listeners have bored of a cherry or have some that they, they love to support, we want to support that too.

That's great. Well, if you live in the Indianapolis area, uh, yeah, come on out here and get a bottle of wine and spend the day and kind of sure you'd give a tour of the grounds and let them check everything out. A really cool property.

It's beautiful. Um, so yeah, come check this out. Go to the website.

You guys have social media too. I saw your Facebook and stuff and all that. So go follow on social media, support him.

Um, we have support this brother here. He's yeah, he's sticking his neck out for the kingdom of God. Like, yeah, like support this brother.

So, um, that'll all be the show notes. Check that out. And I always say that the gospel of Christendom, the one 17, the king of the ages, the mortal invisibility, only God be honored forever and ever.

Amen. Solely day.