

4R RANCH

VINEYARDS | WINERY

GROWER SPOTLIGHT: BURCH FAMILY VINEYARDS

Keith and Brenna jointly own and operate Burch Family Vineyards. They have been married for ten years and have two children, Libby (10) and Keller (6).

Keith grew up in Lazbuddie watching his father and grandfather farm, and joining in once he was old enough! He knew from a young age that he wanted to be a farmer. Keith graduated from Texas Tech University with a bachelor's degree in Agronomy. He came home and started his farming operation in 2002. He started with just 800 acres his first year, and has since grown his farm to more than 6,000 acres outside of Friona, TX in the High Plains AVA. Keith grows a variety of row crops -- cotton, corn, milo, wheat, green beans, blackeye peas, and sunflowers are some that he has grown before and is currently producing.

Brenna grew up about 200 miles south of Lazbuddie in Midland, Texas. Midland is known as "oil country". Brenna went on to attend Texas Tech University and graduated in 2006 with bachelor's degrees in chemical engineering and in general business. Farming was not something she was familiar with, but she soon fell in love with the land and the man farming it. Brenna also graduated from the Texas Tech viticulture certification program.

How did a farmer and an engineer start growing grapes?

Keith and Brenna had always talked about owning a vineyard but merely considered it a "pipe dream". After surviving the hellacious drought of 2011 and the drab years to follow, they both knew something had to change. The irrigation wells were losing their water supply fairly rapidly and the outlook of a successful farming operation seemed grim. The couple decided on a whim (which is not the nature of either one of their type A personalities) to attend the Texas Wine and Grape Growers Association (TWGGA) annual conference in Frisco, Texas in February 2014. Keith and Brenna learned as much as they could about growing grapes and the wine industry in that short weekend. After discussing the possibility on the way home, the pair decided to go for it! They soon got on the phone and began trying to find the vines and supplies they needed to plant soon. Keith and Brenna planted the first seven acres of the vineyard on Good Friday 2014. They expanded the vineyard in the three years following. The couple finished out the current vineyard in 2017 giving them a total of 25 acres.

Their labor of love has resulted in exceptional fruit that expresses the terroir of the Texas High Plains. 4R is proud to have the opportunity to produce quality wines that reflect these origins.

