



2021 ANNUAL REPORT

SONOMA
COUNTY

WINEGROWERS

SONOMA
COUNTY
WINEGROWERS





2021 Annual Report

Letter from the Chairman

Wow, what a year it has been! As I sit down to write this letter, I can't help but feel optimistic and proud of all that our winegrowing community has accomplished this past year. We came out of a difficult 2020 into 2021, but we did so looking at our wineglass half-full and epitomized the term – resilient.

Mother Nature can indeed be humbling at times, but we found in 2021 that she is also fair. I have heard nothing but positive things about this year's vintage despite drought conditions and look forward to tasting it in the bottle.

"We can all agree that farmers have their challenges each year, but this year (especially compared to previous) was much more positive."

This is a theme that I've found very noticeable not only in the vineyard, but also at the Sonoma County Winegrowers. I am proud of what this organization has accomplished in a difficult time and now, with a newly infused staff and board, there is an air of optimism and energy that is truly great to be a part of.

In 2021, the SCW team brought our annual event, Dollars & \$ense, virtual despite all the various loopholes that a digital event would throw at them, and it was one of our best attended events yet.

While I don't think Zoom meetings will ever truly end, we were happy to finally be able to see all our growers faces again when we hosted our first in-person event since early 2020 this past July - our Grower BBQ at the Luther Burbank Center. It was nice to feel a sense of getting back to normalcy. In November, we were also able to recognize our Sonoma County Grape Growers Foundation Employee Recognition winners from 2020 at a luncheon and award ceremony. We will honor our 2021 Employee winners this coming Spring.

I think in 2020, we realized all the little things we took for granted - sharing a glass of wine with friends, board meetings in person at the office, holiday parties and so on. But now, we appreciate all these seemingly small moments that much more.

Looking ahead to 2022, I am looking forward for what the SCW have in store. We have some exciting new partnerships and events to come that will continue to elevate the Sonoma County message and its growers on an international scale.

Thank you to all our winegrowers, farmers, partners and sponsors for your support. I am proud to serve as chairman of Sonoma County Winegrowers at this pivotal time in the organization.

Sincerely,
Mark Sanchietti



About Sonoma County Winegrowers

Sonoma County Winegrowers (SCW), was established in 2006 as a marketing and educational organization dedicated to the promotion and preservation of Sonoma County as one of the world's premier grape growing regions. SCW has oversight by the California Department of Food and Agriculture, which supports producer regions. With more than 1,800 grape growers, SCW's goal is to increase awareness and recognition of the quality and diversity of Sonoma County's grapes and wines through dynamic marketing and educational programs targeted to wine consumers and wine influencers around the world.

Mission

The mission of Sonoma County Winegrowers is to increase the value of Sonoma County winegrapes while nurturing and protecting sustainable agriculture for future generations.

Values

- **Family Farming:** Sustaining a farm or a family requires love, commitment and hard work.
- **High Quality:** We are blessed with a diversity of climate, soil and setting. We bring forth the world's finest abundance of winegrape varietals.
- **Stewardship:** This is the land where we love, live and work. We are committed to sustaining, preserving and protecting it for future generations.
- **Community:** Sustainable agriculture depends on vibrant and healthy people. We treat our neighbors, workforce and our community as an extension of our family.

Stay Connected

 www.sonomawinegrape.org

 @sonomagrapes

 @sonomacountywinegrowers

 @sonomagrapes



Welcome

Letter from the President

“If you always do what you’ve always done, you’ll always get what you’ve always got.”
– Henry Ford

During the past 18 months of the pandemic, there has been a wonderful opportunity to rethink EVERYTHING. For Sonoma County Winegrowers, there is not a better quote than that of Henry Ford to propel us into the future. In March of 2020, when business as normal stopped, it would have been easy to hit the pause button and anxiously wait for its return. However, observing our local farmers over the past ten years, I know all too well, that change, being flexible and innovating is just a way of life. And for the past 18 months, we did just that – challenged ourselves and the organization to ask what is working, what has run its course and what is next?!

What is next is the most exciting! What is next for Sonoma County Winegrowers is to help all of you, our growers, imagine the **Farm of the Future** and create the resources, programs and partnerships you need to get there. By now you should have heard or read the news that we have launched an incredible **collaboration with Ford Pro** to help us accelerate and push our thinking on “electrification” of our farms. With a foundation of sustainability, over the past three years, we have shifted our focus to climate change. For farmers, the natural place to start was carbon sequestration given your stewardship of the land. Many of you have also implemented solar arrays as a way to rely less on the grid and leverage barn roofs and open space to support energy efficiencies. As we look at the other side of climate effect with greenhouse gas emissions, we know that transportation has the biggest impact. I know firsthand how much you all love your trucks and equipment. I was not convinced there would be a solution for electrifying or bringing more efficiency to your fleets.

This collaboration and being a pilot farm incubator with Ford Pro will help us prove the effectiveness of electric trucks and vans and use the suite of software solutions to optimize efficient fleet management. Sonoma County will be the case study for the Farm of the Future with learning shared with all of you and beyond. Even if your truck of choice isn’t a Ford (I know there are some Dodge and Chevy fans out there) the telematics software is compatible with other manufacturers to manage your fleet. (Learn more about the Ford Pro collaboration on page 31)



In addition to this exciting new year-long partnership with Ford Pro, Sonoma County Winegrowers is continuing to find innovative ways to promote you and the Sonoma County wine region. We are especially thrilled about our co-founding and partnership of the inaugural **Healdsburg Wine & Food Experience** on May 20-22, 2022. This international wine and food event (think Aspen Classic or Pebble Beach) will not only elevate our brand “Sonoma County” but it is the first global experience of its kind with a platform of promoting the farmers and sustainability – “Celebrating the Makers Behind the Magic”. And the non-profit beneficiary will be the Sonoma County Grape Growers Foundation. (Learn more about this event on page 31)

We will also continue our multi-year **partnership with Landry’s**, who supports Sonoma County by buying approximately \$60 million of our region’s wines each year for their 600 restaurants, casinos, hotel and entertainment complexes.

In addition, we are the recipient, once again, of a **\$450,000** specialty crop block grant! These critical marketing dollars will help us promote your grapes, your partners’ wine and the region throughout the US. These dollars help us leverage your assessment investment. (Learn more about the Landry’s partnership and grant on page 17)

These are just some of the highlights of what is ahead in 2022. We have much to be excited for. Over the next few pages you can enjoy a recap of the programs and promotions that supported you and the region in 2021. There is much to be proud of, but also know that we never stop asking what is next and how we can continue to support you and keep Sonoma County on the world stage. Thank you, Henry Ford, for the words of inspiration and for 100+ years later still having a legacy and vision for innovation that we can partner with today in Sonoma County. My dad, a “Ford guy” would have loved this.

**95% of
Sonoma County
vineyards are
family-owned
and operated**

Sonoma County by the Numbers





**SONOMA
COUNTY**
WINEGROWERS

OUR CREED

We are farmers always

We are grape growers today

We believe in preserving agriculture
for future generations

We see sustainability as our compass
for better farming and business

We understand that history offers a guide
to making decisions in the future

We believe in continuous learning,
improvement and collaboration

We are positive contributors to our
community and industry

We are caretakers of the land we inherited
on behalf of those who will inherit it from us

Generation after generation,
we are Sonoma County Winegrowers.

**VISIT US AND OUR
GRAPE MARKETPLACE
AT SONOMAWINEGRAPE.ORG**

2021 At a Glance



Last June, the TRIO came back together and brought in Bay Area media in to experience 2 full days of what makes Sonoma County special in this Media Scramble.



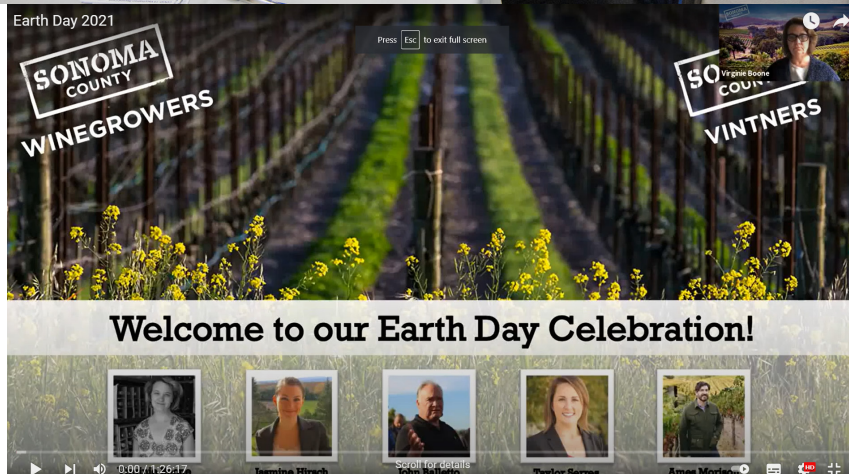
In May, we brought Sonoma County to San Antonio for our first consumer event in over a year - Sonoma County Wine Fest! 24 wineries and an annual partnership with Landry's made it happen.



Over 95% of essential vineyard workers were vaccinated in a COVID-19 vaccination program by March.



Dollars & \$ense went virtual this past January and over 500 of you tuned in!

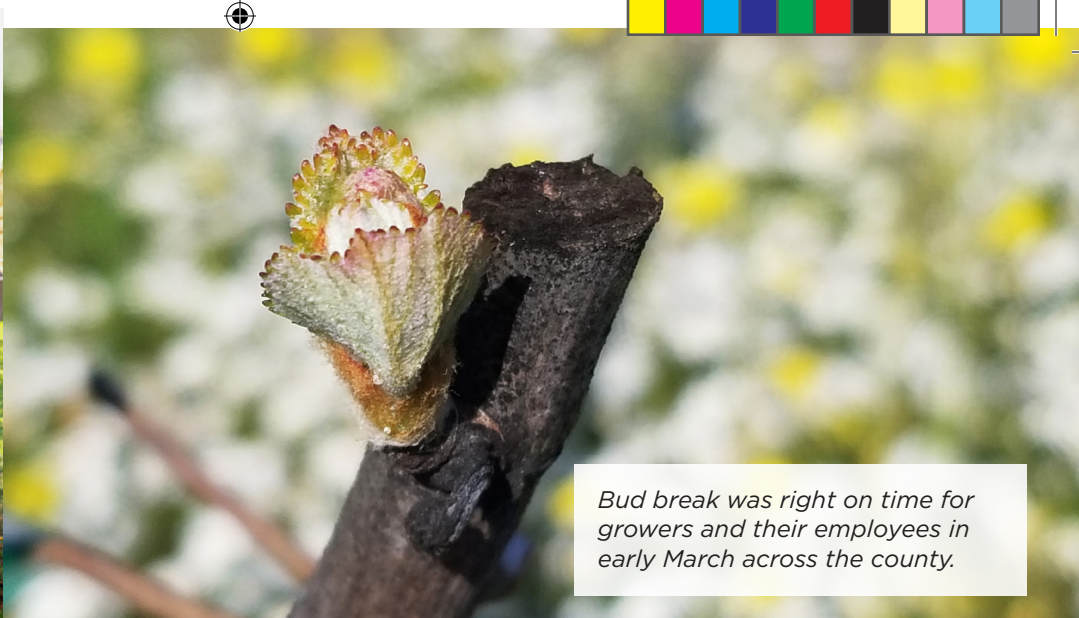


Welcome to our Earth Day Celebration!

Our Earth Day panel in partnership with the Sonoma County Vintners talking sustainability and was moderated by Wine Enthusiast's Virginie Boone.



Congratulations to our Viticulture of Excellence award recipient, Marissa Ledbetter-Foster!



Bud break was right on time for growers and their employees in early March across the county.



We hosted seven Wildfire Safety & Preparedness classes in May & June both in English and Spanish.

PUCCIONI VINEYARDS

Petite Sirah & Old Vine Zin from Historic Vineyard in Dry Creek Valley

Petite Sirah grown on steep hillside block on historic Puccioni Ranch in Dry Creek Valley consistently produces concentrated, complex, rustic flavors with a sense of place. Traditionally used in Puccioni's estate wine program, this Petite Sirah is rarely available for purchase.

Listing Details

- Vineyard: Puccioni Vineyards
- Grape Variety: Petit Sirah
- Year Planted: 2004
- Soil Type: Franciscan - Hugo Josephine
- Topography: Hillside
- Vineyard Manager/Company: Patin
- Sample Available: Yes
- AVA: Dry Creek Valley
- Tons: 15-25
- Clone: 3
- Spacing: 5x9
- Trellis Type: VTS
- Vineyard Sustainability Certification: Sustainable
- Willing to sell to home winemakers

Contact Information

NAME: GLENN PROCTOR
 PHONE NUMBER: 707-555-0609
 EMAIL ADDRESS: GLENN_PROCTOR@YAHOO.COM

◀ *Brand Your Vineyard series for growers kicked off in February with a session on how to create your own Vineyard Tech sheets.*



In October, we hosted Ford Pro executives and creatives for a day of sustainability and collaboration innovation.



In July, Grower BBQ returned! With presentations and an outdoor tradeshow, we were happy to see everyone back in person again.



August brought the media & sommeliers to a full 3 days of Sonoma County 'get your boots dirty' and high-end experiences at our Harvest Wine Camp.



Off the Vine with KSRO's Steve Jaxon and Karissa Kruse airs every other week at 4:20pm featuring growers and partners.



An event long delayed due to COVID-19, we were excited to celebrate our 44 Employee Recognition winners from 2020 in November.



Our IPM meetings continue to be a hit with growers.



Sonoma County Wine Fest 11.13.21
Follow Us! @SonomaCountyWinegrowers @KemahBoardwalk

Landry's Sonoma County Wine Fest heads to the Houston area at the Kemah Boardwalk last November.



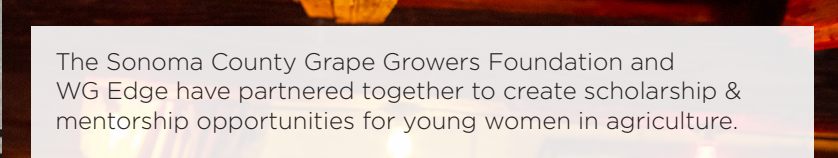
◀ In April, we launched a new monthly video campaign highlighting our growers and their Climate Friendly Farming practices.



Growers lined up for our record-breaking post harvest recycling day.



Harvest Time at Dalya Estate.



The Sonoma County Grape Growers Foundation and WG Edge have partnered together to create scholarship & mentorship opportunities for young women in agriculture.



We were excited to celebrate our 44 Employee Recognition Award winners at our luncheon!



Growers, their families, their friends and partners came out to celebrate again at our Holiday Harvest Party in December.



The Sustainability Logo is now on over 24 million bottles of Sonoma County wine.



Throwback to the time we made s'mores at our office for this great social media moment!



▲ 2021 was a year of growth, change and education.



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Harvest 2021

Pinot Noir Harvest at Sangiacomo Vineyards

Swift, Uneventful Sonoma County Winegrape Harvest was a Welcome Change and May Signal a Return to Market Balance

Grape growers around the county let out a sigh of relief as the 2021 harvest season closed out the week of October 13th blessed by Mother Nature after the past few challenging years. In a year best described as a “cold start to a warm, fast finish,” reports from throughout Sonoma County indicated that the harvest was a little early, the grape yield appears to be slightly lighter to average yet the 2021 crop will be viewed as an excellent vintage. Equally encouraging is that the winegrape market is in much better balance than in past years.

“It has been near perfect for growing grapes this year and a second year of a lighter crop is bringing more balance to the market which is encouraging,” said Karissa Kruse, president of the Sonoma County Winegrowers and executive director of the Sonoma County Grape Growers Foundation.

Last year’s crop was a little lighter due to a variety of water conservation efforts growers implemented last season to limit water use. This was true across the county and among all varieties. Though the season was void of long, lingering heatwaves, grapes in warmer regions matured slightly earlier due to it being a lighter crop and grapes from the cooler region ripened at a more normal rate.

“Everyone is relieved to get this harvest completed and the quality of the 2021 vintage appears to be outstanding with intense flavor profiles,” said Mark Sanchietti, a fourth-generation farmer from West Sonoma County and chairman of the Sonoma County Winegrape Growers. He added, “Given that we are farmers, as soon as we drop off the fruit at the winery, we immediately start focusing on the next vintage and continue to hope for a wet winter to end the drought.”

Sustainability



Sonoma County Sustainable Label Continues to Grow!



In 2021 the sustainability label is on...

- 443 different kinds of Sonoma County wine
- 2,039,290 cases of wine
- 24,471,480 bottles of wine

Our sustainability logo continues to make an appearance on more and more bottles every year! The numbers show consumers are willing to pay more for a bottle that they know is sustainably grown.

If you're interested in adding this logo to a future bottling, reach out to info@sonomawinegrape.org or 707-522-5860.



Climate Friendly Farming Demo Project at Sunnyview Vineyard

This past November and December, in partnership with the California Land Stewardship Institute (CLSI), we hosted two vineyard workshops at the Sonoma County Winegrowers' home office at Sunnyview Vineyard. These workshops were designed to inform the growing community of the Climate Adaptation Certification demonstration (demo) project. The demo project explored different farming practices that can be deployed to potentially reduce greenhouse gas emissions and sequester carbon.

The first demo focused on an introduction to climate friendly farming techniques at Sunnyview and the second featured a hedgerow planting.

The Ca. Dept of Food and Agriculture has provided funding to the CLSI in collaboration with the Sonoma Winegrowers and Dutton Ranch for this project.

Demos were followed by a Q & A following the workshop so growers could familiarize themselves with climate friendly farming practices and how to implement them in their own vineyards.

99%
sustainability
certification in
our local vine-
yards

Sonoma County by the Numbers



Our Commitment to our Environment, Business, and People

Farmers are a key stakeholder in environmental sustainability as their work lies directly on the pulse of environmental processes. To be a successful grower requires an intimate relationship with the plants and products they grow as well as the soil that nourishes them. They understand the balance between soil health and quality product. The challenge is that there is no one-size-fits-all approach to soil health. It's a relationship that is ever changing. With a changing climate, increased intensity of drought, wildfires and other extreme weather events, farmers are best situated to care for their land, armed with the relational knowledge of their individual property. This deep connection and cooperation between our growers and their grapes are the foundation upon which we can build continued sustainability and resiliency.

Just as important to a fruitful harvest is the nourishment of and investment in the farming workforce. Farmers understand the need to look toward the future. Sonoma growers are continually looking forward into the next five years and beyond to cultivate and grow a healthy farm and a healthy workforce.

Sonoma County grapegrowers are leading the way in sustainability through their dedication to reducing greenhouse gas emissions through their farming practices. Sunnyview Vineyard, where the SCW office is located, devoted 12.4 acres to experiment with different vineyard practices that reduce CO₂ and N₂O emissions. control block continues with existing farming practices of all till and no planted cover crop. The experimental block farming practices are altered to every other row tillage and are planted with a high organic matter cover crop. To further carbon sequestration, 6 hedgerows amounting to 3,500 ft. were planted around the vineyard this past December.

As we anticipate an increasingly environmentally unstable future, our growers are working now to ensure the future of the winegrowing industry here in Sonoma County by continually looking for innovative and effective ways to nourish the land and people who make our county so unique. This next year will bring a wealth of new partnerships, ideas and projects that will keep Sonoma County sustainable, then, now and forever!



Marketing



“Off the Vine” Radio Show

Every other Tuesday the Sonoma County Winegrowers take over KSRO’s “The Drive” with Steve Jaxon for “Off the Vine!” Tune into 103.5FM, 94.5FM or 1350AM to hear Sonoma County’s new talk and meet some of the fascinating people in the world of winegrowing.

Sonoma County Winegrowers President, Karissa Kruse, takes to the air waves at 4:20pm with a special guest from a local winery, vineyard or community organization. These casual, fun chats focus on the stories of growing wine in Sonoma County, upcoming events and the local issues facing the wine community today. Join us in your office, car or online to hear more.

To hear past episodes, check out our [Soundcloud.com](https://www.soundcloud.com/sonomawinegrape) channel: Sonoma County Winegrowers!

If you are interested in joining us on the show as a guest, please reach out to natasha@sonomawinegrape.org



Press Highlights from 2021

We work hard to keep Sonoma County wine and agriculture in the news and share the great work that our growers are doing in the vineyard. Here’s just a few of the major headlines from 2021...

“In Sonoma County, ‘Regenerative Agriculture’ Is the Next Big Thing” by Amy Tara Koch

The New York Times

“Green Teams: Winegrowers band together to address environmental challenges and ensure long-term success.” By Dana Nigro, Suzanne Mustacich

“The 50 Best Places to Travel in 2021” by Travel +

Wine Spectator

Leisure

“Luxury Getaways with Californian Sonoma County

TRAVEL+LEISURE

Wine Growers” by Priscilla Pion

“How Napa And Sonoma Vineyards Are Going Beyond

UPSCALE Living

The Best of Luxury Living

Sustainability To Embrace Climate Positive Goals”

Forbes

Many of our press releases were also published locally and in trade outlets online.

Check out our website for all our press releases and features!

www.sonomawinegrape.org/scw/news-events



"Generation After Generation, We Are Sonoma County Winegrowers" National Ad Campaign Continues

"Generation After Generation, We Are Sonoma County Winegrowers" National Ad Campaign Continues in 2021 with new artwork featuring the Stare-Wallace family at Dry Creek Vineyard. This new campaign appeared in *Wine Enthusiast*, *Wine Spectator* and *Food & Wine* magazine throughout the year with a total estimated circulation of **3.5 million households**.

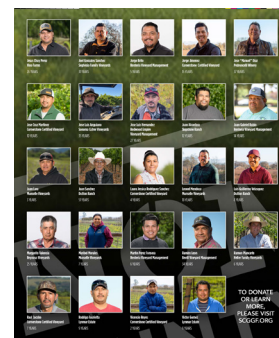
Wine Spectator
www.winespectator.com

FOOD & WINE

WINE ENTHUSIAST

Sonoma County Winegrowers Recognizes Growers Locally

SCW continues to recognize our agricultural community through our local advertising partners including: *The Press Democrat*, *Sonoma Magazine*, *North Bay Biz Magazine*, and *Sonoma West Publications*. Advertisements include features for the Sonoma County Grape Growers Foundation's Employee Recognition program, the SCW Viticulture Award and the Nick Frey Community Contribution Award. We look forward to continuing these partnerships in 2022.



The Press Democrat

sonoma
magazine

SONOMA WEST
TIMES & NEWS

NORTH BAY
biz
NAPA • MARIN • SONOMA



Grant Recap + Update

SCW has successfully won nearly \$1 million dollars in Specialty Crop Block Grant funding in the past 5 years!

The California Department of Food and Agriculture (CDFA) conducts an annual competitive solicitation process to award Specialty Crop Block Grant Program (SCBGP) funds to projects that enhance the competitiveness of California specialty crops. Grants have recently been a major contributor in supplementing our annual budget for unique marketing programs.

In 2019, SCW were awarded a \$450k grant that includes an extensive national advertising campaign to promote travel to Sonoma County as well as the opportunity to host media and sommeliers in Sonoma County. Part of this grant also allows us to host media and sommeliers in Sonoma County for immersion experiences (see the Harvest Wine Camp feature to the right for one of these experiences)! Funds for national advertising and social media advertising are included as well.

Upcoming Grant Programming

We're excited to announce that we have been awarded another \$450k grant for 2021-2024 with a unique objective of selling winegrapes into other wine markets. Looking forward, we will be travelling to other wine regions like Allentown, PA and Finger Lakes, NY to advocate for the benefit of wineries to expand their portfolio to include Sonoma County wines. This grant also includes a partnership with Landry's for on-premise programming, education and events. In this grant, additionally we have the funds to bring media and sommeliers here for the Healdsburg Wine & Food Experience in May. Dollars to support the Sonoma County winegrowing message at Unified as well as national advertising and social media advertising are included.

1 to 2
For every 1 acre of vineyards, our growers farm an additional 2 acres of diversified agriculture, including pasture land, dairy, poultry, figs, hay, lavender, limes, pears, apples, etc.

Sonoma County by the Numbers



Harvest Wine Camp

In the middle of August, we flew in six sommeliers and five national media for our Harvest Wine Camp!

This group had a busy couple of days full of both high-end and down-home experiences across the county. Experiences ranged from wine education, harvesting grapes, cooking classes, vineyard tours with growers, and gleaning for Healdsburg Pantry.

Thank you to all of our partners for hosting us over the course of this event including: Stonestreet, Montage, Harmon House, Bacchus Landing, Vérité, Davis Family Vineyards, Hafner Vineyards, Relish, Dutton Ranch, Sangiacomo Vineyards, and our Tailgate Talk grower hosts.



Media Scramble with the Sonoma County Trio



In June, we partnered with Sonoma County Tourism and the Sonoma County Vintners to bring eight lifestyle writers from all over the West Coast to the region for three full days of Sonoma County immersion. Media outlets included Forbes, Fodors, LA Daily News, Huffington Post, VICE, Travelocity and more. The group experienced local hotels, wineries, outdoor activities and got out in the vineyard with our winegrowers!

Marketing



The Launch of Sonoma County Winegrowers & Landry's Event Partnership

This year, the Sonoma County Winegrowers partnered with Landry's dining and hospitality group for the start of a series called Sonoma County Wine Fest!

About Landry's

Landry's operates over 600 restaurants and multiple entertainment venues in the U.S. including popular brands such as Mastro's, Morton's, McCormick and Schmick's, Del Frisco's and many more! Landry's moves an estimated \$60 million dollars in Sonoma County wine annually.

About Sonoma County Wine Fest

Sonoma County Wine Fest exclusively features wines grown in Sonoma County. At these events, we introduced locals to a variety of excellent wines while offering education on Sonoma County's AVA's, sustainability and diverse wine offering.

This past year, we traveled with 24 different Sonoma County wineries to San Antonio in June and Houston in November. Both of these events sold out with record numbers, and it was so great to be in front of consumers again sharing your wines and stories. In San Antonio we saw over 700 attendees and nearly 1,000 in Houston!

In anticipation of each of these events, Sonoma County Winegrowers hosted media dinners for local wine and lifestyle writers and influencers in both markets. These events featured multi-course meals paired with Sonoma County wines. Dinner was enjoyed as we spoke about Sonoma County's deep agricultural roots, commitment to sustainable winegrowing and abundance of wine varietals and styles!

A very sincere thanks to all participating wineries. We hope you enjoyed sharing your wines as much as we did!

In 2022, we plan on heading back to San Antonio and Houston in April.



Marketing



Climate Friendly Farming Video Launch

In April 2021, we launched a consumer video series where we interviewed farmers participating in the Climate Adaptation Certification program. These videos are co-hosted by Laurel Marcus of the California Land Stewardship Institute. Each video goes into the details of a unique pilot vineyard and shows how Sonoma County winegrape growers continue to lead the world in both sustainability and regenerative farming. These videos were featured on Wine Enthusiast in an email blast and on social media and have garnered over 6k views to date.

You can view these videos on our website at:
www.sonomawinegrape.org/climate-farmers or
on our Youtube channel: @SonomaWineGrowers



18

American Viticultural Areas

Sonoma County by the Numbers

Wine Enthusiast Digital Campaign

In October, we partnered with *Wine Enthusiast* to create an email and social media campaign highlighting our new video series – Climate Farmers! Utilizing the *Wine Enthusiast* email and social media audiences we were able to earn a total of 130k impressions. The dedicated email was sent to 7,500 wine lovers in California and had an open rate of 49%! The videos were posted across *Wine Enthusiast's* social accounts – Facebook, Twitter, and Instagram with nearly 300 engagements. This campaign was a part of our CDFA Specialty Crop Block Grant.



SCW Social Media



Facebook

17.5k Page Likes



Instagram

3.7k Followers – up 400 followers since last year!

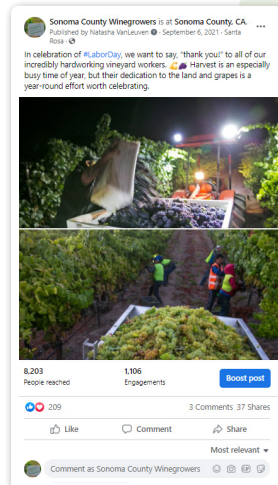


YouTube

332 Subscribers

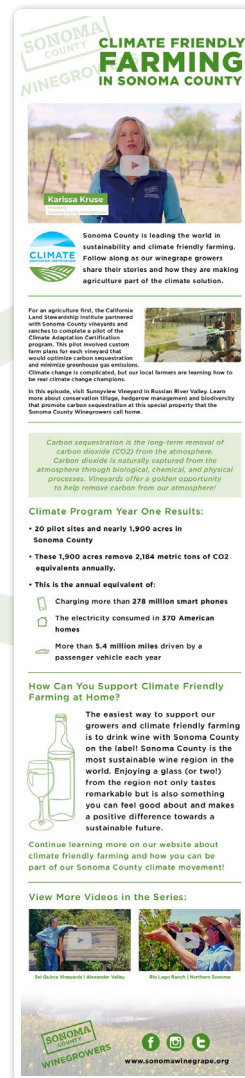
New Video Series for 2021:
Climate Farmers – earned over 6,000 views!

Top Organic Posts:



Our Labor Day post reached over 8,000 people organically and was shared 37 times!

Karissa Kruse was awarded Congressman Thompson's Woman of the Year award. Our announcement on social reached 4,500 people, received 625 reactions and 215 comments!



2021 Email Communications

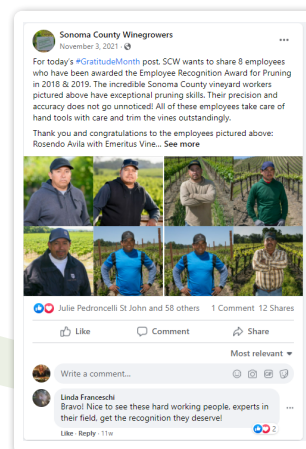
In 2021, we sent 132 emails with key information for growers and partners. Emails included webinar & event announcements, government & legal information, press releases, messages from our partners and more!

Our average open rate is 36% - twice the industry marketing benchmark! And in total, you all read our emails 185,716 times.

To join our email list, please email:
info@sonomawinegrape.org.

Gratitude Campaign

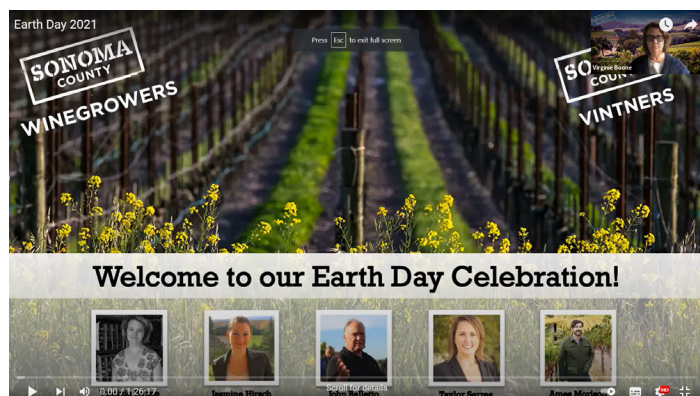
Every November, we love to celebrate gratitude by highlighting our Employee Recognition Awardees all month long! With daily posts on Facebook and Instagram, this campaign is one of our most engaging of the year.



Follow Us At:



Grower Programs



Earth Day Celebration with a Panel of Experts

After the success of last year's Earth Day virtual panel, we enthusiastically partnered again with Sonoma County Vintners for 2021 on April 22nd through zoom!

This panel, moderated by Wine Enthusiast's, Virginie Boone, featured Sonoma County's sustainable leaders for an hour-long discussion about why sustainability is important, the ins and outs of what it takes to run a sustainable vineyard and how Sonoma County is changing the global wine landscape.

Participants included:

- Taylor Serres, sixth-generation family farmer, Serres Ranch
- John Balletto, President & Founder, Balletto Vineyards
- Ames Morison, Winemaker and Co-Founder, Medlock Ames
- Jasmine Hirsch, GM & Winemaker, Hirsch Vineyards

As sustainable leaders in our community and globally, continuing with this message is always of utmost importance to us. The more we can share the stories of these grape growers and winemakers in Sonoma County, who have long been at the forefront of creating and utilizing sustainable practices, the more we solidify our position and commitment to leaving a true legacy behind for our future generations.



Wildfire Safety & Preparedness Classes

Sonoma County Grape Growers Foundation offered six Wildfire Safety & Awareness classes to vineyard owners, foremen, maintenance supervisors and crew supervisors this past April through June at Saralee and Richard's Barn at the Sonoma County Fairgrounds. Four of the classes were hosted in English and two in Spanish.

Facilitated by Ryan Petersen, Trainer & Volunteer Fire Fighter with CalFire, and Ruben Mandujano, Fire Inspector/Engineer/Investigator, these classes were designed to provide vineyard managers/owners and key personnel with a 4-hour fire zone safety training. This training provided education and content on fireline hazards and strategies, entrapment avoidance, wildland personal protective equipment, vegetation management, traffic patterns and more.

Over 700 growers, vineyard managers and key personnel have taken the class. We will be holding six more classes this year; please see dates below and stay tuned for registration.

- **Wednesday, March 9th:** 8am-12pm in English
1-5pm in Spanish
- **Wednesday, March 30th:** 8am-12pm in Spanish
1-5pm in English
- **Tuesday, April 5th:** 8am-12pm in English
1-5pm in Spanish

Pre-registration is required.



Dollars and \$ense Goes Virtual!

On January 14, 2021, we took our biggest event of the year, Dollars & \$ense, and brought it virtual!

As one of the North Coast's longest running and most widely attended wine industry tradeshows for grape growers and vintners, we just couldn't pass up the opportunity to share what we've been working on at the Sonoma County Winegrowers, what's to come and access to some of the best experts in the business. Thanks to the virtual format, we were able to invite speakers from different regions who might not usually all be available. We had over 500 registrations for this event and were so pleased to see so many of you engaging in the virtual platform.

We welcomed guests with our 2020 Recap: "Under Pressure" & 2021 Looking Ahead: "We Will Rock You" named after a timely and fitting nod to one of our favorite rock bands. Karissa Kruse excitedly announced our new VITS program which brings a new and innovative concept to Sonoma County and the wine industry. Kruse also took time to update the audience on the ongoing efforts of the Sonoma County Grape Growers Foundation which is the only non-profit in Sonoma County that solely serves the region's vineyard employees.

Attendees were then invited to choose their own topic path focused on key grower issues such as smoke exposure, crop insurance, community engagement and more. We had a great turnout in our virtual tradeshow, with 18 local businesses showing up "virtually" collecting leads and booking meetings.

To end the day, we invited growers to a complimentary drive-thru lunch for a safe, socially distanced alternative to our usual luncheon. Growers received boxed lunches, wine and swag from our sponsors!

Thank you to our event partners & sponsors!



Wonderful nurseries™

Congratulations to our Nick Frey Award Recipients

Established in 2013, our Nick Frey Community Contribution Award has become a traditional recognition. The 2021 award was presented to not just one recipient last year, but a handful of individuals and businesses who in a challenging year stepped up to go above and beyond to support our local grape growers and vineyard employees through our foundation. Thank you!

Our 2021 Recipients: Ag Health Benefits, American AgCredit, Atlas Vineyard Management, Bahco, Casa Cristal Nursery Inc, Comcast NBCUniversal Foundation, Dave Martinelli, Tolay Vista Vineyards, Dutton Ranch, Exchange Bank, George Petersen & Associates, Grow West, Hinkle Charitable Foundation, Judy Jordan, Judy Newman through the Robert F. Ford Charitable Foundation, Kaiser Permanente Northern California, Community Benefit Programs, Peterson Cat, Rodney Strong Wine Estates, Sherry and Pete Swayne, Silicon Valley Bank, Sonoma Clean Power, Sonoma County Vintners Foundation, Vineyard Industry Products, Wilbur-Ellis, Wonderful Nurseries, and Zenith Agribusiness Solutions.



Hinkle Charitable Foundation
Judy Jordan
Dave Martinelli, Tolay Vista Vineyards
Judy Newman through the Robert F. Ford Charitable Foundation
Sherry & Pete Swayne

Grower Programs

A New Marketing Series for Growers - Brand Your Vineyard

In 2021, we launched a 5-part grower educational series about building your vineyard brand to help growers tell their story and market their grapes.

The five-part series consisted of:

- **Vineyard Tech Sheets & Marketing:** The SCW team presented a new form on our website where we help you develop a tech sheet for your vineyard or vineyard properties. These branded pieces are easy ways to tell your story quickly.
- **Utilizing Everyvine & Developing the SCW Grape Marketplace to its Fullest Potential:** This webinar focused on how growers can update their profiles on Everyvine and the various features that come with the website. We also walked through step-by-step on how to use the SCW Grape Marketplace.
- **Social Media Training and Development for your Vineyard:** This exclusive webinar featured tips and training from social media marketers on how to tell the story of your unique vineyard in the busy world of social media. Led in collaboration with our public relations agency, Lou Hammond Group.
- **Telling Your Story: Grower Profile Build Outs on our Website:** Growers joined us to learn valuable lessons in telling the story of their family business and unique vineyard offering. Hosted by John Segale, Senior Vice President for communications company, Fahlgren Mortine and long-standing communications and public relations advisor for Sonoma County Winegrowers.
- **Coming in 2022...Wine Sensory Tastings and Grower Profile Build Outs.**

1/2
of Sonoma County's
land is still in a
natural state of forests
and woodlands

Sonoma County by the Numbers

Congratulations to Marissa Ledbetter-Foster, Viticulture Award of Excellence Recipient!

Sonoma County Winegrowers annually presents the Viticulture Award of Excellence to recognize individual grape growers or families who have made significant contributions to the Sonoma County winegrowing community and the greater community.

Sonoma County Winegrowers was proud to name Marissa Ledbetter-Foster as our 2021 Viticulture Award of Excellence recipient.

Marissa is a multi-generational family winegrower, a graduate of Cal Poly, San Luis Obispo's Agricultural Business, Wine and Viticulture programs and is an inspiring leader in Sonoma County agriculture.

Marissa's grandfather, Keith Ledbetter, started Vino Farms in the 1970's, and she grew up watching her father and uncle grow the business. In 2006, Marissa joined the family business and today serves as the vice president of operations and a partner in Vino Farms. In addition to her management position with the company (which farms over 100 vineyards in the North Coast and sells to over 100 wineries), Marissa is active in the farming community, serving on several boards. Marissa currently serves as vice chair for Sonoma County Winegrowers' board as well as serving with the California Association of Winegrape Growers (CAWG), and The California Wine Grape Growers Foundation (CWGGF).

In 2016, Sonoma County Harvest Fair presented Marissa with the Outstanding Young Farmer Award, a well-deserved nod to her hard work, dedication, and passion for farming. Marissa resides in Santa Rosa with her husband, Brian Foster, her step-daughter and her three young children.

Congratulations to Marissa, Vino Farms and the entire Ledbetter family for this well-earned recognition.



An Update on 2021 IPM/PCA Courses



IPM Meeting Recap

Integrated Pest Management (IPM) meetings allow growers and Pest Control Advisors (PCA) to discuss current observation of and treatments for timely pest topics throughout Sonoma County.

We hosted IPM meetings from April – July. Both meetings in April and May were held virtually. For the June and July meetings we held one meeting in Alexander Valley facilitated by Armon Azevedo, Wilbur Ellis, one in Sonoma Valley facilitated by Diane Kenworthy, Sunbreak Vineyard Services, and one in Russian River Valley, facilitated by Laura Breyer, Dutton Ranch.

The November IPM wrap up meeting was on November 17th at our office and had about 50 people in attendance. The facilitators were Diane, Laura, Rod Carlsen of Nachurs Alpine Solutions, and guest speaker Dan Curtin of the Sonoma County Ag Commissioners office.

PCA Meeting Recap

We hosted two virtual Pest Control Advisor (PCA) meetings in May and July. The facilitators for the May Zoom meeting were Rod Carlsen of Nachurs Alpine Solutions and Taylor Vadon, BioSafe Systems who were both first time facilitators. Our July meeting was facilitated by Daniella Reagan and Pierpaolo Aymar from the Sonoma County Department of Agriculture.

Thank you to all our facilitators and attendees!

Upcoming IPM Meetings in 2022

Region: Russian River Valley

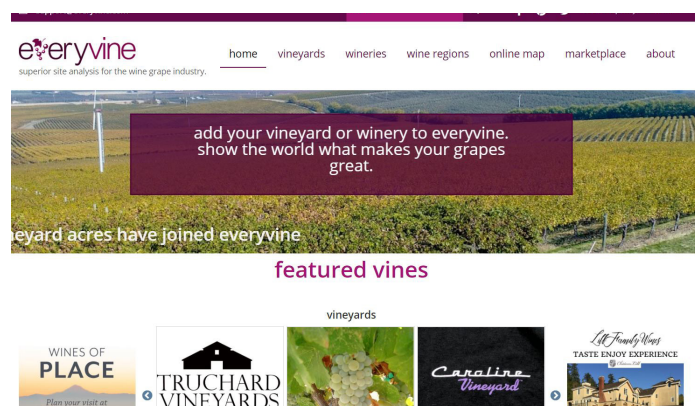
Dates: April 14, May 12, June 9 and July 14.

Region: Sonoma Valley

Dates: April 20, May 18, June 15, July 20

Region: Alexander Valley

Dates: April 28, May 26, June 23, July 28



Continued Partnership with Everyvine.com

Everyvine.com is a recently relaunched website that acts as an in-depth database for growers and consumers on vineyards throughout the U.S. Grape growers can update their profiles on Everyvine and utilize the various features that come with the website.

We're proud to partner with this website to help fulfill their mission of "help[ing] organize the information of the world's vineyards and wineries and build[ing] analytical tools that help vineyards grow better grapes and wineries make better wine."

Check it out at www.everyvine.com

An Update on the Sonoma County Grape Marketplace

Our newly designed Grape Marketplace continues to be well used and visited by growers and wine buyers. Growers can easily create an account and post any grapes or bulk wine they currently have for sale or anticipate having for sale. This resource is complimentary for all local winegrowers and partners and is a great option for selling fruit that is not already under contract or otherwise spoken for.

Visit www.sonomawinegrape.org/growers-home/grape-marketplace to check it out.

Grower Programs



Western Weather

In order to provide you with weather monitoring services, Sonoma County Winegrowers has supported our farmers through an 11-year partnership with Western Weather Group (WWG). We have invested in WWG's platform by purchasing additional weather stations to expand the number of data points available to growers (Sonoma County has 57!), supported ongoing calibration and maintenance of the stations, and we provide our farmers with complimentary access to this tool.

Our newest station was installed this past year in Knights Valley at Bavarian Lion Vineyards.

If you would like to receive daily and/or weekly forecasts from Western Weather Group you can sign up here:

www.sonomawinegrape.org/growers-resource/weather-alerts-monitoring

You can view Sonoma County weather data here:

www.sonoma.westernweathergroup.com

Western Weather Hotline (707) 847-5245



Tis the Season to Jingle and Mingle at the SCW Holiday Harvest Party!

After skipping a year in 2020, we were elated to invite our growers and partners back for our Holiday Harvest Party. This past December, over 100 growers stepped back to "Joe's Party Barn" at the Sonoma County Winegrowers' office for an evening of plentiful sliders, crab cakes and yummy desserts. Growers were encouraged to bring their favorite bottle of Sonoma County wine to share and the bar truly exemplified the high quality and diversity of wine here in Sonoma County. Attendees were in good spirits and able to meet the newly expanded staff of the Sonoma County Winegrowers. It was so great to see everyone and feel like we could celebrate together again.

66+

The number of grape varieties grown in Sonoma County

Sonoma County by the Numbers



Thank you Growers for Joining us at our Annual Grower Seminar, Tradeshow, & BBQ!

The Sonoma County Winegrowers thanks our sponsors, speakers, trade show vendors and winegrowers for joining us this past July both virtually and at Luther Burbank Center for our first in-person grower event in a year and a half!

We were thrilled to see everyone and engage in conversation and education about the challenges and opportunities facing our local winegrowing community.

Thank you to our guest speakers for sharing their expertise, work and insights:

- Michelle McClure, Real Estate Valuator, American Ag Credit
- Rob Mcmillan, EVP & Founder, Wine Division, Silicon Valley Bank
- Mario Zeponi, Principal, Zeponi & Company



Only 6%
of Sonoma County's
1 million acres are
planted to grapes
Urban 9%,
Pastures 36%,
Forests 49%

Sonoma County by the Numbers



Post Harvest Recycling Day Breaks Another Record!

Last November, the Sonoma County Winegrowers hosted a free Vineyard Materials Recycling Event for our local growers at Republic Services. In just this event, we were able to recycle 135 tons of materials including various wood waste, green waste, scrap metal, plastic fencing, bird netting, irrigation tubing and more from Sonoma County grape growers! This was a 42% increase from 2020! Thank you to everyone who participated, and we look forward to successful recycling days again this year.

- **2021 Recycled Tonnage: 135.91 tons**
- **2020 Recycled Tonnage: 95.47 tons**

This is another way that SCW provides opportunities to support growers.



Sonoma County Grape



Juan Sanchez is the 2020 Employee of the Year!

Congratulations to Juan Sanchez of Dutton Ranch, our 2020 Employee of the Year! Juan joined Dutton Ranch in 1969 as a 19 year old starting as a field worker. He was then promoted to a tractor operator and then to crew leader. He was always willing to go out of his way to help the ranch in any way he could. He has now been the head supervisor at Dutton Ranch for 25 years and continues to make a positive mark on the business.

“Juan has been an integral part of Dutton Ranch – his leadership, his integrity and his work ethic have helped shape our business and both me and my brother Joe,” commented Steve Dutton. “Juan is a part of the family and undoubtedly a large part of the success of the ranch.”

After his 52 year career in Sonoma County and with Dutton Ranch, Juan Sanchez is more than deserving of this Vineyard Employee of the Year award which was presented by Congressman Mike Thompson (pictured below).



Pictured: Joe Dutton, Steve Dutton, Juan Sanchez, Congressman Mike Thompson and Karissa Kruse



Employee Recognition Event

On Saturday, November 6th, we were thrilled to celebrate forty-four men and women who excel in grape growing in Sonoma County, in front of their families, winegrape growers, community leaders and Congressman Mike Thompson. Winners from 2020 were awarded and recognized over a festive luncheon with live music from Mariachi Tecoman. This is one of our favorite events of the year, and we're so excited to have been able to host this group of exceptional winners for this overdue ceremony.

Our next Employee Recognition event will celebrate our 2021 winners this Spring where we will also announce our 2021 Employee of the Year! Stay tuned for details.





Growers Foundation

Congratulations to Our 2021 Employee Recognition Winners

January "Leadership"

Manuel Bernal: 40 years with R.Dilworth Vineyards

Alberto Robledo: 29 years with Gloria Ferrer Caves & Vineyards

Gustavo Rico Alvarez: 20 years with Seghesio Family Vineyards

Fabian Garcia: 3 years with Vino Farms

February "Pruning"

Salvador Hernandez: 37 years with Sonoma-Cutrer Vineyards

Laura Valencia: 4 years with Christopher Creek Winery

Jose Martinez: 11 years with Dutton Ranch Corp

Abel Espinoza: 7 years with Jackson Family Wines

March "Innovation/Creativity"

Samuel Jimenez: 9 years with Tri-Valley Vineyard Management

Ricardo Morales Lucas: 14 years with Sangiacomo Family Vineyards

Ramiro Rodriguez: 38 years with Redwood Empire Vineyard Management

Antonio Perez Mata: 15 years with Terra De Promissio

April "Conservation"

Jesus Silva: 2 years with Redwood Empire Vineyard Management

Baltazar Nunez Patino: 30 years with Rio Lago Vineyards, LLC

Florencio Hernandez: 6 years with Atlas Vineyard Management

Jose Ventura Vieyra: 10 years with Cornerstone Certified Vineyard

May "Frost Protection"

Gustavo Ruben Gonzalez Calzada: 2 years with Redwood Empire Vineyard Management

Manuel Hernandez: 24 years with Sonoma-Cutrer Vineyards

Victor Lua: 27 years with Renteria Vineyard Management

Homero Aparicio: 5 years with Bevill Vineyard Management

June "Determination"

Roberto Alvarez Flores: 21 years with Sangiacomo Family Vineyards

Moises Olivera: 20 years with Redwood Empire Vineyard Management

Emiliano Escamilla: 25 years with Four Seasons Vineyard Management

Anelly Reyes Jimenez: 2 years with Cornerstone Certified Vineyard

July "Canopy Management"

Ignacio Rodriguez: 7 years with Bevill Vineyard Management

Ramon Vallejo: 10 years with Lynmar Estate

Adan Montez: 5 years with Dilworth Vineyards

Abed Gaspar Santos: 3 years with Sangiacomo Family Vineyards

August "Safety"

David Perez: 1 year with Renteria Vineyard Management

Jeronimo Lopez: 9 years with Jackson Family Wines

Francisco Galvez: 11 years with Redwood Empire Vineyard Management

Margarita Tapia: 5 years with Cornerstone Certified Vineyard

September "Harvest"

Rene Valencia: 5 years with Christopher Creek Winery

Salvador Avila: 28.5 years with Tri-Valley Vineyard Management

Isidro Vigil: 2 years with Atlas Vineyard Management

Miguel Loza: 32 years with Vino Farms

October "Harvest"

Jorge Mendoza: 3 years with Bisordi Ranch & Vineyard

Juan Hernandez Madrigal: 2 years with Redwood Empire Vineyard Management

Emiliano Valerio Eufancio: 14 years with Emeritus Vineyards

Jose Luis Sanchez: 12 years with Cornerstone Certified Vineyard

Filiberto Cortez: 31 years with Marimar Estate

Jose Aceves: 52 years with Dutton Ranch Corp

Jose Alejandro Alfaro: 2 years with Renteria Vineyard Management

Ramon Perez Cornejo: 9 years with Jackson Family Wines

November "Collaboration"

Jaime Guerrero Rodriguez: 11 years with Dutton Ranch Corp

Raul Vera: 8 years with Jackson Family Wines

Juan Jimenez: 10 years with North Pacific Vineyard Management

Juan Avila: 15 years with Emeritus Vineyards

Lupe Verduzco: 40 years with HOCV-AVV Joint Venture



95% plus of Sonoma County's Essential Vineyard & Production Staff Vaccinated for COVID-19 through Efforts of Ag Partners

This past March, Sonoma County launched the most successful vaccination effort of essential ag and production workers in the state by vaccinating more than 95% of workers. Once vaccines became available, Sonoma County's winegrape farmers, vintners and health communities successfully partnered to schedule appointments and vaccinate essential workers throughout the region to conducting hundreds of COVID-19 vaccinations each week.

"The effort in Sonoma County by the agriculture and health communities to organize and vaccinate essential ag and production workers is a great model," said Karen Ross, Secretary of the California Department of Food and Agriculture. She added, "The results of this vaccine campaign are most impressive, and it personifies Sonoma County and its agricultural heritage."

The program was a cooperative effort involving the Sonoma County Winegrowers, the Sonoma County Vintners, the Sonoma County Farm Bureau, local community health centers including the West County Health Center, the Sonoma Valley Health Center, the Alliance Medical Center, the Alexander Valley Health Care, and the Sonoma County Medical Association.

A special thank you to our community health partners!

SCW Completes Largest Vineyard Employee Survey Ever in California. Here are the Results...

The Sonoma County Grape Growers Foundation conducted a survey this past summer of nearly 1,000 full-time vineyard employees to better understand the challenges and needs of the local labor force and their families. The survey was significant that 965 respondents participated which accounted for more than 15% of local vineyard employees. The survey was provided in Spanish and English and participants remained anonymous.

The unique relationship between Sonoma County winegrape growers and their vineyard employees was apparent in the survey results.

- 90% of the vineyard employees in Sonoma County are employed full-time
- On average, more than half of local vineyard employees have worked for the same Sonoma County farming family or farm manager for more than 10 years.
- 20% of the respondents have worked for the same employer for more than 20 years.
- More than 40% of the respondents stated they are receiving free housing or getting housing assistance from their employer. This represented an increase from the 30% of vineyard employees receiving housing support five years ago.
- Vineyard employees rely on their family and employers as their top two resources if they need support.
- The average rate of pay for vineyard employees in Sonoma County is \$19.87 per hour which is a \$3.13 per hour increase since 2017.
- During harvest, wages for vineyard employees in Sonoma County can be as \$30 - \$40 per hour.
- More than 90% of the respondents would recommend working in agriculture to their family and friends.

495

The total number of wineries in Sonoma County

Sonoma County by the Numbers

SCGGF Programs Coming in 2022



Judy Jordan and the most recent group of WG Edge

Mentorship Program for Young Women in Agriculture / WG Edge & Sonoma County Grape Growers Foundation

We're excited to begin administering Women Gaining an Edge (WG Edge) in 2022. WG Edge is a local leadership development program aimed at strengthening the region's agricultural workforce.

WG Edge was created by Judy Jordan, formerly of J Vineyards and Winery and founder of Geodesy Wine, with the goal of advancing the next generation of women leaders in agriculture and wine. Core tenets of the program include scholarships for women studying ag at SRJC, internship opportunities through business leaders, and connectivity to a network of women leaders in the local wine and ag community who advise and open doors for the recipients on their career paths.

"We are thrilled and honored to work with Judy, her team, and WG Edge on this important program to support younger women aspiring to work in agriculture and to participate in their development as local leaders," said Karissa Kruse, president of Sonoma County Winegrowers and the executive director of the Sonoma County Grape Grower Foundation. She added, "I have personally been part of the WG Edge mentor network over the past two years and have seen firsthand the value of supporting the next generation of women to reach their full potential."

Richard and Saralee Kunde Leadership Academy

In 2022, the Sonoma County Grape Growers Foundation is excited to launch an innovative program for local vineyard employees with the aim to create future leaders. The Richard and Saralee Kunde Leadership Academy will provide participants with a unique opportunity to learn about a host of topics including financial literacy, conflict resolution, community resources, wine production and more to provide critical professional development.

"The Leadership Academy is one of the most exciting efforts ever undertaken in Sonoma County," said Karissa Kruse, executive director of the Sonoma County Grape Growers Foundation and president of Sonoma County Winegrowers. She added, "We have always enjoyed a strong relationship with our vineyard employees, and we want to provide them with the skill set to help them become leaders in our community and in our industry."

The pioneering program will begin on February 10th with California Secretary of Agriculture, Karen Ross, addressing the group and providing an overview of the role of agriculture in the state's economy. The initial session will focus on Sonoma County agriculture.

"I applaud the Sonoma County Grape Growers Foundation and the Sonoma County Winegrape Growers for launching this exciting employee leadership program," said Karen Ross, Secretary of the California Department of Food and Agriculture. She added, "For farming and ranching to remain viable in California, we must create these types of new opportunities for more people to learn, connect and lead the industry in the years ahead."

The academy is named for the late Richard and Saralee Kunde, respected winegrape growers and community leaders who worked tirelessly to promote Sonoma County grapes, wine, milk and more while working to preserve farming and open space in the region.

"Our intent is to make this the most prestigious leadership program in all of agriculture while empowering participants to pursue leadership opportunities at their work and in our community," said Duff Bevill, chairman of the Sonoma County Grape Growers Foundation's board of directors. He added, "This is the next natural step for the Foundation which has long been committed to support our skilled agricultural workforce and their families who sustain farming in Sonoma County."

The Leadership Academy's inaugural class will have 15 vineyard employee participants. It is an eight session program taking place from February to July. Each session is presented in both English and Spanish.

Coming in 2022



Healdsburg Food & Wine Experience

Announcing Founding Partnership

We're proud to be a founding partner on the upcoming Healdsburg Food & Wine Experience coming up this May with our foundation, The Sonoma County Grape Growers Foundation, being one of the main beneficiaries of the event.



Located in the heart of California wine country, the Healdsburg Wine & Food Experience is a global three-day weekend celebration of Sonoma County's world class wine and food. The festival, taking place May 20-22, 2022, will bring together – the farmers, growers, winemakers and celebrity chefs showcasing the vibrant culinary diversity and deep connection to

the agriculture of Sonoma County.

The event's focus on sustainability and our region's "makers behind the magic" is one of the key reasons we wanted to partner on this event. Plus, the opportunity to present Sonoma County alongside global partners is an incredible, never before chance that we could not pass up.

"We are thrilled to introduce this special event that will showcase the deep connection to agriculture at play throughout Sonoma County – the true makers behind the magic of the destination," said Karissa Kruse, President of Sonoma County Winegrowers. "Healdsburg has become a global tourist destination in its own right; it was a natural choice to bring an experience like this to the region. This area is truly one-of-a-kind, and we look forward to collaborating with partners to highlight the myriad of opportunity here."

As one of the main beneficiaries for the event, the SCGGF will receive a significant contribution with proceeds from the Saturday night Rodney Strong concert directly benefitting our mission of supporting our farmers, farmworkers, and their families as well as from other sponsors.

In addition, part of the VIP package includes access to our Truck Talks on Sunday! Truck Talks are an intimate, boots-in-the-dirt experience where ticket holders are personally hosted by Sonoma County growers and toured (however their host sees fit) through the vineyard as they taste wines produced there. Ticket holders will reconvene at a BBQ curated by the "Texas Cowboy Chef" Chef Tim Love later in the day. In the past, SCW has hosted Truck Talks for a variety of media and sommeliers; this will be the first time these tours are available to the public!



SCW At the Healdsburg Food & Wine Experience

Before the main ticketed event, SCW will fly in and host sommeliers in educational activities

Saturday Grand Tasting – Sonoma County Lounge

Sponsoring 1 of 4 lounges during the main tasting at the Healdsburg Plaza

Saturday Evening – Rodney Strong Benefit Concert

Proceeds benefit the Sonoma County Grape Growers Foundation

Sunday – VIP Truck Talks

A consumer first! Unique, hosted tours by Sonoma County growers. The day culminates in a BBQ by Cowboy Chef Tim Love

Tickets are available at:
<https://www.healdsburgwineandfood.com>



Ford Pro is dedicated to delivering a one-stop shop for commercial and government customers of all sizes and industry types offering a full range of internal combustion and electric vehicles, as well as a comprehensive suite of software, charging, and support that integrate with Ford and non-Ford vehicles alike

Ford Pro, Sonoma County Winegrowers Partner to Electrify Business of Farming

We are thrilled to announce our partnership with Ford Pro in 2022. Together, we are bringing the future of farming and what's next for sustainability to our local winegrowers.



Back in October, we sat down with Ford Pro Executives and talked through what a potential partnership could look like. We realized our goals were practically the same. We were both looking to bring sustainability to the next level. To do so, Ford Pro needed farmers and growers to prove their Intelligence technology made a noticeable difference in mitigating carbon emissions, fleet optimization and other crucial aspects of maintaining a sustainable trucking fleet. Luckily, they found themselves in a community surrounded by 1800 growers and a room of people who are not only Ford fanatics, but always thinking about, "what is next?"

The beginning of this partnership includes a pilot program that will supply three Sonoma County farms in California with the full suite of Ford Pro solutions, including F-150® Lightning™ Pro pickups and E-Transit™ cargo vans to help drive their business forward while tackling the next frontier in sustainable fleet operations. Our Sonoma County farmers taking on the charge? Duff Bevill from Bevill Vineyard Management, Marissa Ledbetter from Vino Farms, and Steve & Joe Dutton from Dutton Ranch which reach over 4,000 acres in Sonoma County.

Before the Ford Pro launch day in January featuring the debut of the new Ford Lightning F-150, each of these three farmers' fleets were optimized with Telematics through Ford Pro Intelligence. This gives farmers access to important data on every vehicle – whether gas-powered or electric. The service offers always-on access to vehicle health reports and other data designed to help limit vehicle downtime while lowering operating costs.



Karissa Kruse, SCW & Ford Pro Pilot Farmers (back): Steve Dutton, Duff Bevill, and Marissa Ledbetter-Foster. Ford Pro Executive team (front) – Wanda Young, Global CMO and Ted Cannis, CEO

The heart of the mission is to demonstrate how electric vehicles and web-based fleet management tools can have a positive impact on the agriculture industry in terms of increasing productivity, improving sustainability and lowering the total cost of fleet ownership anywhere from 10% to 20% .

"This collaboration with the Ford Pro team is a great natural next step to help us continue our progress in sustainable agriculture," Kruse said. "A lot of farming families have a rich history with Ford, and with history comes trust. So as many of our farmers look for ways to lead in innovation and be a part of the solution, that trust is critical when it comes to investing in electric vehicles and in solutions to manage farming fleets. Our farmers love this pilot program; it's going to be foundational."

This type of partnership is only possible because of you, our growers, what you've accomplished in sustainability here in Sonoma County, taking that pledge with us in 2014 and for making sure that we keep asking – "what's next?"

Staff & Board

SCWC Staff



Karissa Kruse
President



Valerie Pearce
Grower Liaison & Business Manager



Jennifer Richards
Vice President, Operations
& Business Development



Natasha Van Leuven
Marketing & Event Manager



Sophia Bianchi
Office Coordinator



Phuong Luu
Office Manager



Kayla Holdren
Marketing & Event Coordinator

Rachel Thralls
Wine Education Consultant

Samantha Paull
Events Consultant



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Sanchietti Farming Inc.

Marissa Ledbetter Foster, Vice Chairman

Vino Farms, Inc.

Bret Munselle, Treasurer

Munselle Vineyards

Steve Sangiacomo, Secretary

Sangiacomo Family Vineyards

Chris Crispo

Crispo Vineyards

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Dutton Ranch

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Redwood Empire Vineyard Management

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Vanessa Robledo

Robledo Family Winery

Ron Rubin

Ron Rubin Winery

Steve Sangiacomo

Sangiacomo Family Vineyards

Tim Tesconi

Sonoma County Farm Bureau - Retired

Thank You Sponsors!

Grower Circle



Platinum



Gold



Silver





We trust our instincts, then and now.

Dry Creek Vineyard | ESTD. 1972

People said Sauvignon Blanc wouldn't do well in Sonoma County. But David Stare just knew there was something special about that dusty prune orchard. Forty-nine harvests later, the daughter who helped him plant those first vines carries forward a deep connection to the land. With an inspired vision and passion for her community, Kim Stare Wallace is unfolding the future they rooted together at Dry Creek Vineyard. Generation after generation, we are Sonoma County Winegrowers.

sonomawinegrape.org

**SONOMA
COUNTY
WINEGROWERS**



David Stare, *First generation*
Kim Stare Wallace, *Second generation*
and Holly

SONOMA
COUNTY
WINEGROWERS

3245 GUERNEVILLE RD.
SANTA ROSA, CA 95401