



Sonoma County Winegrowers Annual Report

FISCAL YEAR 2023-2024



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, diversity, and sustainability 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

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Letter from Outgoing Board Chair

Marissa Ledbetter-Foster

As the Fiscal Year 23/24 ends, along with my tenure as Chair, I am proud to look back at the many accomplishments and significant progress achieved by our grape growing community and Sonoma County Winegrowers (SCW). SCW is truly the leader in marketing and elevating our wine region through marketing programs, partnerships, and thought leadership.

One of the most important keys to spreading the word about Sonoma County is our partnerships. This past year we were excited to partner with the San Francisco Giants and the Houston Rockets, as we see professional sports as a gateway to attract a new audience to our wines. The Houston Rockets relationship came to us through our ongoing collaboration with Landry's. They are the largest on-premise buyer of Sonoma County wine in the U.S. and have been a great supporter as we grow together through our 10+-year partnership.

Events are also a key element of marketing Sonoma County. The Healdsburg Wine and Food Experience is truly elevating Sonoma County on a global stage and something I personally look forward to attending every year. If you haven't participated or attended, I strongly urge you to check it out. I think you will be impressed with the caliber of talent and consumer excitement. I am proud that SCW co-founded this event in our backyard and is showcasing the farmers in our region.

The Winery Collaborative, launched in 2022, offers an important opportunity for wineries to support and leverage the SCW marketing programs that you invest in as growers. It's great to see all the different winery partners and their contributions to spreading a positive message of the wonderful wines this area has to offer. As we know, having a strong demand for Sonoma County wines directly supports our winegrowers!

In addition to the marketing programs, SCW has delivered a strong and meaningful vision for the Farm of the Future. This new initiative has quickly attracted iconic global partners such as Ford Pro, Wilbur-Ellis, and now John Deere. Having the focus and resources of these companies and others supporting specialty crops is critical for our vineyards and our ability to collaborate and access new technologies and equipment. Sonoma County is leading the way in these unprecedented partnerships and learning opportunities.

As many of you do, I always love attending the Grower BBQ, and the Sonoma County Fundación De La Voz De Las Viñedos Leadership Academy graduation is the highlight. It's great to recognize our fantastic vineyard employees and their contributions to the community. Investing in our workforce and providing these opportunities for our employees to learn and develop their leadership skills is important to all of our businesses and farming operations.

I'm looking forward to what the future holds and know it is important to remain optimistic. Sonoma County Winegrowers plays a critical role in supporting the region through our strong years and when there are challenges. I'm proud of the accomplishments we've made as a region this past year and anticipate this dynamic community to continue our unique and outside-the-box thinking to strengthen the Sonoma County brand.

Thank you for trusting me to lead the board these past two years. I will continue to be active in supporting the organization and the winegrowing community.



Letter from President & CEO

Karissa Kruse

Time to double-down!

In the 12 years since I started at Sonoma County Winegrowers, I have seen our winegrowing community go through multiple droughts, wildfires, flooding, a global pandemic, labor shortages, and rising costs of, well, everything! And now, you cannot read a wine industry headline without a little anxiety about the state of the wine marketplace. Is there still a place for optimism in this business? I wholeheartedly say YES, and it is time to double-down!

We may not be able to control Mother Nature, but we can certainly prepare to the best of our ability. As for the marketplace, the bigger the challenge, the more important it is to think creatively, develop more and deeper partnerships, and leverage every opportunity to reach current and new consumers. Thankfully, Sonoma County Winegrowers (SCW) is well positioned in all these areas.

In 2022, SCW launched our Farm of the Future initiative and flipped the narrative to “going on the offense.” This is important, in combination with partnerships and collaborations, that help us be better prepared, flexible, and adaptable to an increasingly complex climate. Through collaborations, we can pilot and create the case study for new technology or equipment in order to better understand the return on investment and help you, our grape growing community, make the best decisions for your specific business. In the long run, economic sustainability may be the most important. If you are not able to stay in business, you cannot support your employees or be stewards of the land.

This effort and call to action has led to collaborations with Ford Pro on understanding electric trucks, charging, and telematics; with Wilbur-Ellis on soil health and regenerative farming; with Agrology and its Arbiter Carbon Monitoring System to quantify the impact of sustainable practices on soil carbon stocks, water holding capacity and soil microbial life; and with John Deere on piloting their “Smart Apply” precision sprayer to understand the benefits on reducing crop protection material in vineyards. In addition, our bi-annual Farm of the Future Summit, which we will host again in the Spring of 2025, welcomes companies and leaders from around the country to better understand and invest in you and winegrape growing. We are creating the model for agriculture long term, not just in Sonoma County and winegrapes, but also specialty crops around the world.

Connecting and collaborating are absolutely at the heart of everything we do! With the current marketplace, we need our partners more than ever to tell our story, share resources, and learn from each other. We are fortunate that we have spent over a decade building relationships and our reputation with some of the biggest wine partners in the world - Landry's which is the largest on-premise buyer of Sonoma County wines in the U.S.; Food & Wine through their magazine and Aspen Food & Wine event; GuildSomm which leads wine education to over 12,000 trade members around the world; launching our own global wine event through Healdsburg Wine & Food Experience; and the Wine Spectator which invited us to be the featured wine region for their upcoming NY Wine Experience luncheon with 800+ consumers. We are building on all these partnerships and adding new and meaningful ones.

Over the last two years we have launched a sports marketing program resulting in partnerships with two major sports teams - SF Giants and the Houston Rockets. These partnerships are fun and exciting ways to reach new consumers in unexpected arenas. We have been hosting pop-up winemaker dinners before the Houston Rockets basketball games - the immersive dinners are a great way to connect with wine fans where they are already enjoying time with family and friends. We are working on additional sports partnerships in key wine markets and expanding the opportunities with the Giants and Rockets- stay tuned.

We have also developed on-going consistent content through our “The Good Stuff” weekly column, radio show, and podcast with Virginie Boone. And we are launching a new video series called “Shoulder to Shoulder” with Amy G. Both Virginie and Amy are amazing ambassadors for the Sonoma County wine region and all of you.

This harvest season, I encourage you to join me in staying optimistic. At Sonoma County Winegrowers we continue to leverage every dollar you invest in marketing our wine region. We will continue to work hard, build partnerships, tell your story and sell wine! We are more committed than ever. It's time to double down!



Our Fiscal Year in Review

2023

July 10-13 Congressional Wine Caucus trip to D.C. with Leadership Academy	July 17 Center for Ag Sustainability Think Tank	July 19 Farm of the Future Summit	July 27 SF Giants' Partners Sonoma County Immersion Trip	Aug 9-10 SCW x SF Giants Sonoma County Video Series Filming	Aug 11-12 Denver, CO Media Dinner & Aquarium Food & Wine Fest	Aug 13-15 TopSomm/ GuildSomm Sonoma County Immersion Trip	Aug 25-Sept 13 SF Giants Cloud Club Sonoma County Takeover	Oct 11 GuildSomm Sonoma County Webinar Masterclass
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March 7-10 Charleston Wine & Food Festival	March 8 Palm Springs Sonoma County Wine Dinner	March 25 Cal Poly Wine & Viticulture Sonoma County Immersion	April- July IPM Meetings	April 2 GuildSomm Sonoma County Masterclass, Sacramento	April 4 Houston Rockets Lexus Lounge Sonoma County Pouring	April 5 Houston Rockets Sonoma County Winemaker Dinner	April 6 San Antonio Sonoma County Wine Festival with Landry's	April 7 Palm Springs Sonoma County Wine Dinner	April 9 GuildSomm Sonoma County Masterclass, New Orleans
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2024

Oct 16-20 Hosted Samantha Cole-Johnson, Jancis Robinson US wine reviewer	Nov 9 Alaska Airlines Leadership Team Community Dinner	Nov 10-11 San Diego Bay Wine & Food Festival	Jan 27 San Francisco ZinEx Event	Jan 31 Dollars & Sense	Feb 1 Houston Rockets MVP Kickoff Event	Feb 2 Houston Rockets Sonoma County Winemaker Dinner	Feb 9 Shoulder to Shoulder Series with Amy G Filming Begins	Feb 25-28 Las Vegas Landry's GM Conference & Sonoma County Masterclass	Feb 29 Houston Rockets Wine Event at the Post Oak featuring Sonoma County
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May 2 UPWARD Sonoma County Wine Tasting Event featuring "Women in Wine"	May 3 Wine Institute "Wines on a Mission" international media visit, tour, and wine tasting	May 7 CIA Sonoma County Masterclass & Panel	May 8-12 Minneapolis WineFest	May 15-17 Healdsburg Wine & Food Experience Sommelier Sonoma County Immersion	May 17-19 Healdsburg Wine & Food Experience	May 21 Wine Institute Nordic Visitors	June 12-16 Aspen Food & Wine Classic	June 24-27 Congressional Wine Caucus trip to D.C. with Leadership Academy
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Denver Wine Fest



Palm Springs Wine Dinner



UPWARD Wine Tasting



Charleston Wine & Food



HWFE Somm Immersion



GuildSomm Top Somm Immersion



SF Giants Cloud Club



Wine Institute "Wines on a Mission"



Houston Rockets VIP Wine Event at The Post Oak



San Diego Bay Wine & Food Festival



HWFE



SF Giants Cloud Club event



Palm Springs Wine Dinner

Marketing: Global Events

Healdsburg Wine & Food Experience

Healdsburg Wine & Food Experience (HWFE) has become one of the signature wine events in the U.S., and was named one of the best wine festivals in America by *Wine Enthusiast*. SCW is proud to have co-founded this exciting event with our longtime partner Steve Dveris & SD Productions. A weekend-long event, HWFE showcases the region’s makers—the farmers, growers, winemakers, and chefs—and our culinary diversity and sustainable farming practices, alongside globally recognized wines from other great wine regions of the world.

The 3rd annual Healdsburg Wine & Food Experience was held May 15-19, 2024, and was our most successful yet, with more than 4,000 attendees over the weekend.

Sommelier Education

As part of co-founding the HWFE, it was very important for us to curate and “own” the Sommelier/Trade education. We are excited to do this in partnership with Ray Isle, Executive Wine Editor of *Food & Wine*. Every year we invite 20-25 sommeliers from around the country to have a Sonoma County immersion and then support the event’s seminars and activations. For 2024, we hosted 23 sommeliers from across the country for two days of Sonoma County wine, winegrowing, and sustainability education. They began with a welcome reception and dinner at Vérité on Wednesday evening, then dove into the educational program on Thursday, which began with Karissa leading the group on our newly completed Farm of the Future Vineyard Walk at SunnyView, highlighting our sustainability practices. Next, they sat down for a seminar entitled “A Pinot Journey from Carneros to the Sonoma Coast” moderated by Ray Isle and featuring Pinot winemakers representing a wide array of our AVAs. A vineyard walk and Paella & Pinot lunch at Lynmar Estate followed, before we headed back for our second seminar on pairing wine and food led by Keith Goldston, MS for Landry’s. The sommeliers broke into teams to put their learnings to work with an interactive competition that had them tasting the less common varietals of Sonoma County wines and pairing them with sweet and savory snack foods. The evening’s festivities wrapped up with the HWFE Welcome Celebration at Montage Healdsburg.



Friday continued with a seminar on aged Sonoma County Cabernets, where winemakers presented a current release of one of their Cabernets alongside a library vintage. After the seminar, the sommeliers joined the HWFE event at Dutton Ranch, a BBQ lunch by celebrity chef Matt Horn, then jumped into vehicles for Truck Talks (vineyard immersion experiences) where they heard firsthand from the growers and vintners about the vineyards they visited. Their pre-event schedule ended with dinner that evening hosted by J Vineyards in their Bubble Room, before they began their HWFE events for the rest of the weekend.

Platinum Package Pass Events

For guests who purchased the Platinum Package for the weekend, their ticket included access to seminars, cooking demonstrations, and other exclusive parties and activities. Seminar topics included “Pinot Talks,” “Taco ‘Bout Chardonnay,” and “Jewels of Sonoma County.” The pass also included access to the The Reserve Lounge at The Matheson Rooftop, with a selection of Sonoma County wines. Guy’s Big Bottle Party (a benefit for Maui Strong Fund with Guy Fieri), and Bollywood Night at La Crema capped off Saturday night’s celebrations. The weekend wrapped for our VIP guests with brunch at Francis Ford Coppola Winery on Sunday.

Grand Tasting

On Saturday, the Grand Tasting took place on Vintners Plaza, where Sonoma County Winegrowers had a “Meet the Farmers’ booth with a John Deere tractor selfie station. Over 150 wine and beverage partners poured at the Grand Tasting as well. In the lead-up to the tasting, we arranged interviews with Scott Greenberg with five farmers, winemakers, and chefs on his “The Vine Guy” podcast.



Healdsburg Wine & Food Experience by the Numbers

4,000

Attendees
Affluent & Trendy Wine & Food Lovers

AGE
43% Ages 25-54
34% Ages 55-64

AFFLUENT
\$250,000-
\$500,000
Median household income

INFLUENCERS
97% of attendees purchase wine and/or other alcoholic beverages more than 3 times a month

SUSTAINABILITY
75% take sustainability into account before purchase

HOME OWNERS
83% own their primary residence

RESTAURANT DINERS
95% of attendees dine out at restaurants weekly

HOME COOKS & ENTERTAINERS
95% of attendees cook at home weekly

65% of attendees entertain at home at least once a month

TOP 5 STATES
California, Texas, Florida, New York, Arizona

FREQUENT TRAVELERS
7: Average leisure trips per year

Marketing: Global Events & Ongoing Partnerships

Food & Wine

Our relationship with Food & Wine began over a decade ago as an advertiser, and has grown since then to become a rich partnership that spans beyond the magazine. We're thrilled to have the respected wine writer Ray Isle as a collaborator on our activities, and to work with Food & Wine on their events like Aspen Food & Wine and our own Healdsburg Wine & Food Experience.

Advertising

Through Food & Wine's publisher, DotDash Meredith, we continue our advertising through both print and digital strategies. *Food & Wine* Magazine has a reach of over 13.6MM, their website sees over 35.8MM monthly page views, and their social media has 13.5MM followers. DotDash's family of brands also includes *Travel + Leisure* and *Better Homes & Gardens*, allowing us to broaden our reach and maximize our partnership. We ran our "Back Roads & Back Stories" ad in 2023, and launched our new "Farm of the Future" ad with them in 2024.

Aspen Food & Wine Classic

The Aspen Food & Wine Classic is one of the leading culinary events in the country, and also one of the longest running: it celebrated its 41st anniversary in 2024. We're excited to have extended our partnership with the event and their trade partner, American Express, this year.

The event's **Welcome Party** was held Thursday night and saw over 300+ trade, media, and VIP consumer attendees. Sonoma County was the exclusive wine partner for this event, where six winery partners were featured at the bar, two wines were tray passed, and the SCW logo was prominently displayed on signage throughout, including the celebrity photo stop backdrop.

For the second year in a row, we also hosted a **VIP Happy Hour** for the trade with American Express as part of their program for industry professionals, welcoming them to the Limelight Suite, compliments of Rodney Strong Vineyards. Seven of our winery partners, with owners, winemakers, or executives in attendance, poured their wines for the guests.

Over 4,000 guests attended the three-day **Grand Tasting**, where we featured a new selection of wines each day from 22 winery partners. Also each day, Anthony Gigilio, contributing editor at *Food & Wine*, brought his VIP groups to our table where we highlighted a winery partner who spoke and poured for the group.



Ray Isle

Ray Isle's impressive background clearly demonstrates why we're so excited to have him as a partner for Sonoma County: He is one of the wine world's foremost writers and speakers, and has been writing about wine, spirits, and cocktails for 20 years. He appears on national television and in other media regularly, and speaks at wine and food events around the globe. He is also the executive wine editor at *Food & Wine*, and the wine and spirits editor for *Travel + Leisure*.

Ray was a key participant in our sommelier and trade program for the Healdsburg Wine & Food Experience, helping us identify sommeliers and leading seminars for our sommeliers. He also provided the keynote address at our Dollars & \$ense in 2024, telling our audience why he's optimistic about the future of wine.



Marketing: Ongoing Sports Partnerships

SF Giants: 2 years and counting

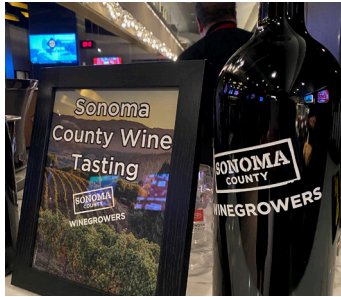
In our quest to broaden both our local audience and attract new wine fans, we've partnered with the San Francisco Giants for a multi-year collaboration. The Giants are the first sports team to have a Master Sommelier on their team, Evan Goldstein. Through this partnership, we've not only achieved our goals, but it has also opened the door to wine partnerships with other major sports teams, like the Houston Rockets.

Our activations for fiscal year 2023/2024 included a **Sonoma County immersion for the SF Giants' VIP partners**. We led the group on vineyard walks and winery experiences, and Evan Goldstein conducted a tasting panel with Sonoma County winemakers and winegrowers.

During the fall of their 2023 season, we partnered with the SF Giants to bring Sonoma County to the city via a **Sonoma in the City "takeover" of the Cloud Club**, one of Oracle Park's private lounges, which we transformed into "Sonoma County" with wine barrels, a vineyard row vinyl flooring entryway, maps, themed photo booth props and more. The bar exclusively featured wines from Sonoma County for the 12 games, and at each game a winery was featured for a tasting with fans. We kicked off their 2024 season at **Fan Fest**, when Evan joined Karissa on a panel to discuss the connection of baseball and wine, with a guest appearance by former Giants player and owner of Red Stitch Wine, Rich Aurilia. In the summer, Evan led a fun pregame wine and food pairing for season ticket holders on the club level, featuring Sonoma County wines matched with ballpark food favorites.

Our collaboration also included a video series exploring the intersection of baseball and wine that you can read about in our Curated Content section.

We're excited to continue our partnership this fall!!



Houston Rockets: our 1st year highlights

Our strong relationship with Landry's was broadened this year as we extended the concept of a wine and sports partnership to the important Texas market and basketball. We began our partnership with the Houston Rockets to feature Sonoma County wines in the suites and restaurants in the Toyota Center, and also highlight Sonoma winegrowers and wines with engaging events targeted at consumers, the trade, and media.

We kicked off the relationship in February with "**A Night of MVPs (Most Valuable Partners),**" an exclusive event hosted by the Fertitta Family and the Houston Rockets at the Toyota Center. Luminaries from the team and management joined with their MVPs and the SCW team and featured winery collaborative partners for this wonderful introduction to Sonoma County. The next night, we **hosted 60+ Rockets fans for a 6-course feast** paired with Sonoma County wines. Three of our winery partners were featured, with their representatives talking about their wines and the region alongside MS Keith Goldston from Landry's.

Sonoma County was the exclusive wine partner at the **VIP wine event held at the elegant Post Oak Hotel** at the end of February, where VIPs, season ticket holders, former Rockets players, and Rocket executives enjoyed a selection of our wines paired with appetizers. We continued the VIP theme with a **pouring at the Lexus Lounge** prior to and during the game against the Warriors on April 4. We held another **winemaker dinner in April**, featuring different winery partners for another 70+ fans. Throughout these Toyota Center events, our billboard "Drink Sonoma County" was prominently displayed in the arena. The bonus for all the Toyota Center and Rockets events is that the wines are all purchased by our partners for the activations, making it a direct impact on sales for our wineries.

BY THE NUMBERS

HOUSTON

#1 most diverse city in the US
#4 largest city in the US

TOYOTA CENTER

71 concerts/other events
43 Houston Rockets home games
1.5M+ total arena guests

HOUSTON ROCKETS FANS

33.9M social media followers
45% intent to purchase partner products

WINE DINNER PROMOTION

47% email open rate
125K+ social media impressions

Marketing: Ongoing Partnership

Landry's: A 10+ year partnership

Since entering into a decade-long partnership with Landry's, we've collaborated on several notable events which have significantly enhanced the visibility and appreciation of Sonoma County wines across various key markets.

Denver Aquarium Food & Wine Fest

We headed to Denver last August for the Aquarium Food & Wine Fest, held through our strategic partnership with Landry's. The event prominently featured only Sonoma County wines and attracted between 300-400 guests. The evening prior, SCW hosted an intimate dinner at Del Frisco's for local wine, travel, and lifestyle media. This emerging market showed a growing interest in Sonoma County wines, and the event aimed to cultivate media relationships and generate positive coverage.

Landry's GM Conference

For a second year, we hosted over 30 General Managers from Landry's properties in the US and international markets at their annual conference in Las Vegas for a masterclass featuring Sonoma County wines led by Master Sommelier Keith Goldston and Corporate Director of Wine & Special Events Scott Tarwater. The seminar featured seven Winery Collaborative wine partners, offering a unique opportunity to educate and engage influential leaders within the hospitality industry on Sonoma County wines and our region.

San Antonio Wine Festival

At the Tower of the Americas in San Antonio, SCW collaborated with Landry's to host the third annual "Sonoma County Wine Festival." The event featured a "passport" system for the over 900 attendees to learn about each wine brand and a dedicated Sonoma County Wine Education booth. Additionally, 24 Winery Collaborative partners had booths. Landry's purchased all the wine poured for the day, making a direct impact on wines sales for the wineries participating.

These events have been pivotal in promoting Sonoma County wines and fostering strong industry relationships. We look forward to continuing our successful partnership with Landry's and expanding the reach and appreciation of Sonoma County wines in the coming years.



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, The Palm, McCormick & Schmick's, Del Frisco's and many more! Landry's is the largest on-premise buyer of Sonoma County wine in the U.S.



Marketing: Curated Content

"The Good Stuff" Weekly Column

Our "The Good Stuff" column launched in 2022 as a way to highlight all the reasons to drink the good stuff any night of the week, and also shine a spotlight on the growers, history, future vision, and abundance of riches of Sonoma County. Written by noted journalist Virginie Boone with a glass-half-full perspective, these weekly emails continue to maintain an open rate of over 40%.

"The Good Stuff" Radio Show & Podcast

Based on the success of the weekly column, we launched "The Good Stuff" radio show on KSRO in September of 2023. The show airs every Saturday from 1-2pm. We also push the show out as a podcast each time, broadening our reach to over 2k additional listens spanning 15 countries—as far away as Australia and Spain! We've aired over 40 episodes so far, hosting more than 60 guests sharing their wine and good stuff stories.

Video Series: Exploring the Intersection of Baseball and Wine

As part of our partnership with the San Francisco Giants we created a 3-video series that tied Sonoma County farming and baseball together: Rodney Strong Vineyards "Vines to Ballpark," Balletto Vineyards "Dream Field," and Sangiacomo Vineyards "Traditions." Hosted by acclaimed 8-time Emmy Award winner, producer, and reporter, Amy G, along with Master Sommelier for the team, Evan Goldstein, the videos ran on the Giants' website and were promoted via email, with teaser trailers on their social media accounts, on the scoreboard, and during game broadcasts. Our initial reach was over 10k with engagement of 3.9k, an over 70% increase over the previous 90 days.

"Shoulder to Shoulder" Video Series

After meeting Amy G through our partnership with the Giants, we tapped her to join SCW on retainer and host our newest series, "Shoulder to Shoulder," which we began filming in February of 2024. The series shares the stories of our local winegrowers and wineries in short video formats made for YouTube. We'll promote it on social and digital media through *Food & Wine*, *Better Homes & Gardens*, and *Travel+Leisure*. So far, we've recorded 12 episodes, which we plan to launch in fall of 2024.

Digital Advertising at Santa Rosa Airport

We began a digital takeover at the Santa Rosa Airport in 2023, where our 10-second spot runs across all digital screens in the airport on an infinite loop. That means our ad is seen 180 times during the day, and 540 times in a 24-hour period for the 40,000-72,000+ passengers who pass through the airport each month. We've promoted "The Good Stuff" and Healdsburg Wine & Food Experience over the past year, and will also use this resource to promote our new "Shoulder to Shoulder" video series as part of its launch campaign. Next time you're flying out of our local airport, check us out on the video screens!



"The Good Stuff"
With Host Virginie Boone & Co-Host Karissa Kruse

WINEGROWERS

PODCAST

Welcome to Sonoma County! Come explore our vineyards, wine, and local community. Scan here to listen or tune in Saturdays from 1-2pm on 103.5 FM

Marketing: Public Relations

We engaged with two PR agencies this fiscal year. Lou Hammond Group connected us to lifestyle media for our media lunches and dinners, desksides, and promoting Sonoma County as we traveled to locations like San Diego, Charleston, and Denver. John Segale from Falhgren Mortine handled our press releases, business and sustainability outreach, and crisis communications. Through both of these agencies, we ensured Sonoma County remained prominent in the news, sharing our good news across the globe.



Sonoma County in the News: Some Highlights

Forbes

Healdsburg Wine And Food Experience Returns For Its 3rd Year



Every Day Is Earth Day for the Most Sustainable Winegrowing Region



Sonoma winegrowers reach for on-farm efficiency



First Farm of the Future Summit Held in Sonoma County

Austin Daily Herald

Third Annual Healdsburg Wine & Food Experience Delights Attendees and Raises Funds for Local Causes



Sonoma County Winegrowers Announce a Collaboration with John Deere for the ‘Farm of the Future’

The Press Democrat

Woman named Sonoma County’s Vineyard Employee of the Year for first time



Keeping It in the Family: Next Generation Successes in Sonoma County



Sonoma County Winegrowers Announce a Collaboration with John Deere for the ‘Farm of the Future’

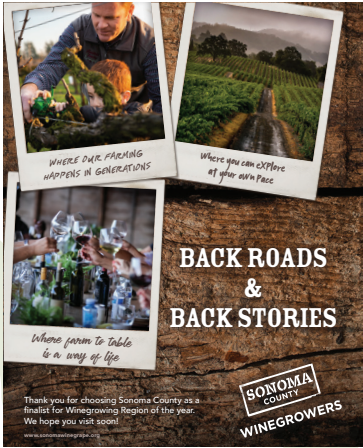


Congressional Wine Caucus welcomes Sonoma County vineyard workers to Washington, D.C.

Marketing: Advertising

Advertising

This year we featured two advertising campaigns: “Back Roads & Back Stories” and our “Farm of the Future” designs. We ran these full-page ads in **Food & Wine** magazine, **Wine Spectator**, **Wine Enthusiast**, **Wine Business**, **NorthBay Biz**, **Northbay Business Journal**, **Press Democrat**, and **Hemispheres**, keeping Sonoma County front and center throughout the year. Additionally, we advertised Healdsburg Wine & Food Experience in **SF Magazine**, **San Diego Magazine**, and **Los Angeles Magazine**, bringing visitors to the area for the event and beyond. We also sponsored Fundación de la Voz de los Viñedos ads in our local press in both English and Spanish to celebrate our Vineyard Employee Recognition and Employee of the Year Program winners.



The Press Democrat

Wine Spectator



FOOD & WINE



Sonoma County Sustainable Label Continues to Grow!

In 2024 the sustainability label is on...

- 749 different Sonoma County wine brands
- 5,060,540 cases of wine
- 60,726,480 bottles of wine

Our sustainability logo continues to be strongly represented in the marketplace, with over 60 million bottles of wine proudly displaying that they are made with certified Sonoma County sustainably farmed grapes. Surveys consistently show consumers support wine 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.



Our Year Online:

Facebook



Followers: 18k
Profile Visits: 9.1k
Reach: 127.6k
Content Interactions: 7.9K

Instagram



Followers: 5.4k
Profile Visits: 4.4k
Reach: 22.2k
Content Interactions: 5.6k

Farm of the Future

In 2022, Sonoma County Winegrowers announced its vision for the Farm of the Future. This initiative positions Sonoma County as a “living lab” to attract partners and collaborators who want to pilot programs, practices, technology, and equipment with our local farmers. The Farm of the Future effort and its goal of “going on the offense” is vitally important to help us be better prepared, flexible, and adaptable in an increasingly complex climate.

Through pilot collaborations and real-life applications, this innovation accelerator supports local farmers in learning how to be more efficient, save money, access better data, and ultimately have higher quality fruit and production, healthier soils, and more sustainable businesses. Partners and collaborators can leverage Sonoma County Winegrowers’ sustainability leadership and a network of climate stewards and forward-thinking change agents.

Since its launch, Sonoma County Winegrowers has welcomed four major collaborators in the Farm of the Future.



Our first collaborator, and the inspiration for Farm of the Future, was Ford Pro, who worked with us to advance our shared sustainability missions. This collaboration focused on understanding the role of electrification in agriculture. Sonoma County Winegrowers and Ford Pro launched an 18-month pilot program that added F-150® Lightning™ Pro pickups and E-Transit™ cargo vans to the connected mixed fleets of three pilot farms, with depot charging and monitoring fleet telematics through Ford Pro Intelligence.™ Through this pilot we observed reduced operating costs and more efficiently managed gas- and electric-powered vehicle fleets.



In 2024, we announced an exciting new collaboration with John Deere that was a direct result of our Farm of the Future Summit in the summer of 2023. In this collaboration, six pilot farmers are using the new SmartApply® Intelligent Spray Control System. This technology assists growers in transforming their farming operation by using sophisticated LIDAR (light detection and ranging technology) that senses the presence of individual grapevines and automatically adjusts spray volume based on foliage density and stops spraying between vines to optimize protection. Since beginning the trial demonstration on 2,200 acres of vineyards in March, our growers have applied nearly 30% less material from utilizing the SmartApply® technology. In addition, the six pilot farmers are using JDLink™ and the John Deere Operations Center™ which provides more data to optimize their farming operations.



WILBUR-ELLIS

SCW has also partnered with Wilbur-Ellis and Agrology on a 5-year pilot to measure the impact of regenerative/sustainable practices. The Wilbur-Ellis collaboration with Sonoma County Winegrowers focuses on seven pilot farmers from around the county with a goal of modeling how to create healthier plants and mitigate microbial activity in different soils and climates. The pilot project involves mapping soil variability, developing prescriptive treatment plans, monitoring soil moisture and irrigation management, and includes cover crops and tillage planning. In addition, the pilot is using a new gamma ray technology, SoilOptix, which provides soil analysis and variability in real-time.



AGROLOGY

A new regional tech company, Agrology, has installed its Arbiter Carbon Monitoring System that provides real-time carbon flux monitoring at all seven of the Wilbur-Ellis pilot farms to quantify the impact of these sustainable/regenerative practices on soil carbon stocks, water holding capacity and soil microbial life. A growing body of research has demonstrated how building soil life is the best way to increase phytonutrient density of wine grapes, leading to both a higher quality and more sustainable wine. Agrology tracks the total amount of microbial life in the soil through continuous respiration monitoring, allowing growers to tie their practices to real-world outcomes.

Farm of the Future Summit

Sonoma County Winegrowers hosted a Farm of the Future Summit in July of 2023, bringing together executives and thought leaders in sustainability, climate, industry, agriculture, and wine from over 20 organizations around the world for a think tank. In partnership with The Wharton School of Business, we discussed “what’s next?” for our “living lab” and worked to identify opportunities for innovation and partnership to solve some of agriculture’s biggest challenges and accelerate innovation. Several outcomes resulted from the Summit, including our collaboration with John Deere, Wilbur-Ellis and Agrology. We are excited to take what we’ve learned so far and extend it forward when we host our next Farm of the Future Summit in Spring of 2025.

Farm of the Future Vineyard Walk

In May, we launched our Farm of the Future vineyard walk at our SunnyView vineyard and offices. The tour takes visitors on a journey of our sustainability mission, best practices, and pilots, with signage stops describing everything from pollinator strips, cover crops, and owl boxes to our Western Weather Station, Agrology Carbon Monitoring sensor, and the Wilbur-Ellis healthy soils pilot.

We’re excited to continue being leaders in sustainability into 2025 and beyond!

Sustainability & Thought Leadership

Sonoma County Center for Ag Sustainability - “Ag Center”

The Ag Center was originally launched in 2017 as a two-year initiative to engage subject matter experts from around the US and beyond to bring outside thinking to support Sonoma County Winegrowers and our work. Understanding that it takes creative, thought provoking, and out-of-the-box thinking to solve the critical challenges facing our agricultural community, we created this groundbreaking program to bring together a small, diverse group of thought leaders across various business industries, subject matters, academia, job functions, skill sets, and other unique backgrounds to problem solve and develop new, fresh ideas to advance farming not only in Sonoma County, but also the larger wine industry across the globe.

Sonoma County Winegrowers continues to partner with a global leader in strategy, Professor George Day of the Wharton School of Business, to facilitate the programs as we look to apply “Silicon Valley thinking and planning” to Sonoma County agriculture and wine.

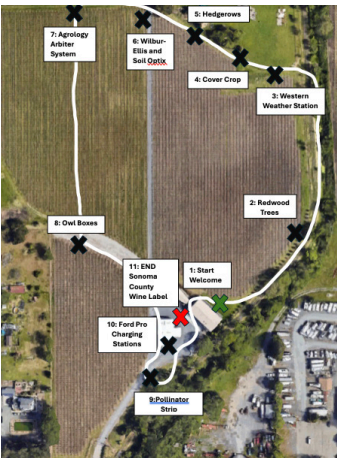
The Ag Center has surpassed the original two-year commitment and continues to convene annually to help develop innovative ideas and strategies to strengthen and build upon our region’s sustainability and marketing efforts. The Ag Center last met in July of 2023 and will be meeting again this fall.

Climate Adaptation Certification

In 2020, following the region’s success in reaching its goal of 99% sustainability certification, Sonoma County Winegrowers and the California Land Stewardship Institute (CLSI) announced that Sonoma County would be the exclusive pilot partner for the first Climate Adaptation Certification. This new program and certification, developed by CLSI, is based on creating custom farm plans that use a site-specific Tier 3 model COMET-FARM. COMET-FARM models three scenarios and provides maps, graphs, and a complete plan for each soil type in vineyards. The goal is to understand the best management practices to provide both the highest levels of carbon sequestration and the most efficient models to use in calculating GHG emissions and carbon sequestration.

Additional modeling includes GHG emissions, carbon sequestration in existing vegetation, energy used in the vineyards such as diesel for tractors and electricity for water pumping. These sophisticated models provide growers the data needed, and the certified climate plans propose easily implementable changes such as planting cover crops, using limited tillage, installing hedgerows or trees, composting, and reducing nitrogen fertilizer. Of note, all changes can be funded by a number of programs, such as Healthy Soils.

The pilot has now expanded to include vineyards from around Sonoma County and growers convene to share insights and practices. If you are interested in learning more or enrolling in the program, please visit the Climate Adaptation Certification Program page on our website.



“Given Sonoma County’s global leadership in sustainability and regenerative agriculture, this region may become as important to agriculture as Silicon Valley has been to technology.”

George Day
Professor Emeritus
Wharton School of the University of Pennsylvania

Grower Events



Steve Sangiacomo, Jim Pratt, and Karissa Kruse

Dollars & \$ense

Our annual Dollars & \$ense program for 2024 included some insightful keynote addresses in addition to our regular program of updates. We welcomed back Dr. Chris Thornberg of Beacon Economics to provide our opening keynote presentation. Dr. Thornberg discussed the state of the economy including an update on threats of a recession, inflation, immigration and the labor market across the nation. Turrentine Brokerage also returned to the main stage to share insights into the grape marketplace following a stronger than anticipated harvest. We closed the presentations with a keynote presentation from Ray Isle of Food & Wine, who shared why he’s optimistic about the future of wine.

Congratulations to the three award recipients who were recognized at this year’s event:

- Nick Frey Community Contribution Award**
John Segale, Fahlgren Mortine
- Sustainable Grower Award**
Jim Pratt, Cornerstone Certified Vineyard
- Sustainable Producer Award**
Ron Rubin & River Road Family Vineyards & Winery



Sustainable Winegrowing Field Day, Leadership Academy Graduation and BBQ Lunch

Our other large winegrower event is our annual Sustainable Winegrowing Field Day, which included our graduation ceremony for the Leadership Academy. This year, following the opening presentation by Karissa on our Farm of the Future program, we were pleased to have our Farm of the Future collaborators—Agrology, John Deere, and Wilbur Ellis—present and host live demos out in the vineyards. In addition to the field demos, participants attended workshops led by UCCE, CalFire, Sonoma County Department of Agriculture, Weights & Measures, and California Land Stewardship Institute. Each of these breakout sessions provided growers with up-to-date knowledge on current issues and programs that impact the grape growing community. During the event we also presented our **2024 Viticulture Award of Excellence to Tyler Klick of Redwood Empire Vineyard Management**—congratulations, Tyler, on a much deserved recognition!

The event culminated with a delicious barbeque lunch, a highlight video of the Fundación de la Voz de los Viñedos Leadership Academy’s trip to Washington, D.C., and the Leadership Academy class of 2024 walking across the stage to receive their certificates and gifts cards, which were generously provided by American AgCredit, while their family cheered them on.

Grower Programs



Throughout the year, we continue our ongoing grower programs, including:

Western Weather Stations

In 2024, we finished calibrating the remaining 35 of our 80 weather stations we have online throughout vineyards in the county. In addition to the daily weather forecasts we send out, we also provide frost alerts every day in the Spring and Fall to help our community anticipate and be prepared for potential frost events.

IPM and PCA Meetings

These meetings allow growers to discuss current observations and treatments for timely pest topics throughout Sonoma County. Integrated pest management practices specific to each issue are discussed, with the most appropriate strategies and new use of lower impact methods shared among participants. These meetings were held in partnership with Wilbur-Ellis and Grow West and took place from April through July at Russian River Valley and Alexander Valley locations.

Vineyard Recycling Day

Our annual recycling day provides our grower community the opportunity to recycle wood, yard waste, plastic piping, and more at no cost. In December, more than 100 growers joined in this SCW supported program, recycling a combined total of 130 tons.

Our 40th Anniversary Holiday Harvest Party

In celebration of the end of the harvest and the kick-off to the holiday season, we hosted our annual Holiday Harvest Party in December. More than 250 guests joined us for an evening of toasts and fun, which included displays of our progress over the past 40 years, snapshots of growers and stats from then and now, our Foundation and Sustainability timeline, and a mystery wine sale. Here’s to the next 40!

Hot Topics

We continued our hot topics webinars, including Climate Adaptation Certification, Public Relations 101, and Social Media 101.

Weekly Grower Email Newsletter

We share all the latest news in a weekly email to all our growers, from upcoming events, meetings, and workshops produced by us or our community to grower resources and industry spotlights. Not getting our Grower Newsletter? Sign up here to stay informed: www.sonomawinegrape.org/contact

Grants

In our goal to continuously supplement your grower dollars and our ability to execute programs that maximize your investment, we have actively pursued grant funding for the past 12 years, resulting in total income from Specialty Crop Block grants of about \$3M. During this past year, we had 2 active grants covering marketing programs:

- One which completed in June 2024 for \$450,000 that was used to cultivate new vintner buyers and drive sales at high-volume on-premise accounts through events and activities in Philadelphia, Temecula, Houston, and South Carolina.
- The second for \$450,184 that continues through April 2025 which focuses on new sales to new buyers and trade accounts through events in Palm Springs, Aspen, Sacramento, Las Vegas, and San Diego, and locally at our 2024 Healdsburg Wine & Food experience and the Unified Symposium in 2025.

Plus, we have 3 more grant applications submitted we should hear back on soon which would total over \$1,680,000.

Sonoma County Fundación de la Voz de los Viñedos

Duff Bevill, Board Chairman, Bevill Vineyard Management

Writing this letter, I reflect on the meaningful efforts behind the Sonoma County Fundación de la Voz de los Viñedos. The Foundation continuously recognizes that sustainability not only concerns farming practices, but promotes improvement in all aspects of how we conduct our businesses. Being part of an organization that benefits our vineyard employees, as well as the lives of the families they support, has and continues to be an honor. I have had the privilege of watching many of our Leadership Academy graduates go on to be even more valuable leaders in the industry and pillars of their communities.

This July we hosted our third Leadership Academy graduation, where we honored our 2024 graduating class. I extend my heartfelt congratulations to these individuals who have invested time and energy into their personal development. I also thoroughly enjoyed meeting the families of our graduates. Thank you to the employers who supported this workforce development opportunity for their employees.

The Leadership Academy members traveled to Washington, D.C. thanks to airline tickets provided by Alaska Airlines, where they participated in the Congressional Wine Caucus reception and met with Congressman Mike Thompson, Speaker Emerita Nancy Pelosi and other Congressional Members. Participants were able to proudly present the wines from the vineyards they were integral in farming. While in D.C. they visited several monuments on their day of sightseeing, enjoyed a tour of the Capitol, and a trip to the Natural History Museum to learn about our nation's history. It is so important for these men and women to spend time in the epicenter of the Free World and witness firsthand the places that they have only read about and seen on TV.

Another point of pride is our Vineyard Employee Recognition Program and I congratulate this year's recipients. These individuals exemplify what it means to be an empowered leader and example to your fellow workers. A special congratulations to Yolanda Cruz on earning the 2023 Vineyard Employee of the Year and being our first woman to win this prestigious award.

Thank you to all our members, sponsors, and partners for your continued support. I look toward to the future of The Fundación de la Voz de los Viñedos. Let's keep up the good work!



About the Sonoma County Fundación de la Voz de Los Viñedos:

Originally called the Sonoma County Grape Growers Foundation (SCGGF), Sonoma County Fundación de la Voz de Los Viñedos was first established in 2002 as a 501(c)(3) organization to help fund educational workshops in Spanish for agricultural employees.

Relaunched in January of 2016, the Fundación is focused on improving the lives of Sonoma County's agricultural employees and their families, while ensuring Sonoma County remains a place where agricultural employees will continue to live, work, and thrive. Our mission is simple: support local vineyard employees and their families.

Since its relaunch in 2016, the Sonoma County Fundación de la Voz de Los Viñedos has continuously proven it has a unique model of outreach and support, recognizing and relying on the trusted relationship that farmers have with their employees. The Fundación has five strategic priorities: leadership; empowerment and recognition; workforce development; resiliency; and resources. The two flagship programs are the Vineyard Employee Recognition Program and the Leadership Academy.

In 2022, the first class of the Leadership Academy met to brainstorm names for the Foundation which would best represent them and the work they do. They selected Sonoma County Fundación de la Voz de Los Viñedos (The Voice of the Vineyards).

The Fundación is managed by the Sonoma County Winegrowers with a 16-member board of directors comprised of agricultural leaders, vineyard and winery owners, and Sonoma County community leaders.



Vineyard Employee Recognition Program

Established in 2018, the monthly Employee Recognition Award is presented to vineyard employees who are achieving excellence in the workplace. Employees are recognized and rewarded for individual achievement and exceptional performance. Each month highlights a different theme, showcasing the various skills and numerous contributions of Sonoma County's vineyard employees. At the conclusion of each year, Fundación de la Voz de los Viñedos hosts an awards luncheon for all award recipients, their employers, and their families. At the awards luncheon, each employee of the month is recognized, and the Vineyard Employee of the Year is announced.



2023 Employee of the Year: Yolanda Cruz, Redwood Empire Vineyard Management (REVM)



Congratulations to Yolanda Cruz, our 2023 Employee of the Year—the first woman to receive the esteemed honor!

Yolanda has been an integral part of the REVM team for twenty-three years. She made history in 2011 when she became a supervisor and pioneered the formation of the local wine community's first all-women harvesting crew. Her ability to lead and inspire has made her crew one of the most popular and sought-after crews. Two of her children now work with her at REVM.

"Everyone working at our company is so excited to see Yolanda being recognized and celebrated," said Kevin Barr, president of REVM. He added, "She has empowered so many other women throughout Sonoma County and takes such joy in sharing her experience and wisdom with the next generation. She is an inspiration for all of us."

2023 Employee of the Year Runner Up: Juan Avila, Emeritus Vineyards

Congratulations to Juan Avila, our 2023 Employee of the Year Runner Up. Juan has been an employee of Emeritus Vineyards for over 24 years, and is in his 37th year in the industry in Sonoma County. In his role as vineyard foreman, his job is to teach new employees, but he goes beyond his job, taking the time to treat each employee as a part of the family. Always learning and eager to teach, he will stop what he's doing and educate the other members of the team on quicker, faster, and more efficient ways of accomplishing the job at hand.

Juan aspires to be someone that the vineyard crew looks up to by showcasing his work ethic. Sometimes after his work day, he will stay behind to tend the garden that helps provide vegetables to the employees throughout the summer. In all he does, he takes the time to make sure the job is finished to his own high standards.



2023-2024 Employees of Month

- July 2023 “Canopy Management”**
Rogaciano Juarez, Cornerstone Certified Vineyard
- August 2023 “Safety”**
Gabriel De Loza Sanchez, Dutton Ranch
Joaquin Andrade, Sonoma-Cutrer Vineyards
Alberta Riveros, Joseph Phelps Vineyards
Nora Ballesteros, Redwood Empire Vineyard Management
- September 2023 “Harvest”**
Rafael Pulido Vasquez, Munselle Vineyards
Luis Fernando Martinez, Mauritson Farms
Maria Gloria Chavez, Bevill Vineyard Management
Antonio Lozoida, Dutton Ranch
Bonfilio Solano, Redwood Empire Vineyard Management
- October 2023 “Harvest”**
Jesus Jimenez, Munselle Vineyards
Jorge Vazquez S., Vino Farms
Vidal Alfonso Estadillo, Terra De Promissio
Yolanda Cruz, Redwood Empire Vineyard Management
Juan Ruiz, St. Francis Winery
Raymundo Gonzalez, Cornerstone Certified Vineyard
- November 2023 “Collaboration”**
Martin Ortiz, Munselle Vineyards
Alfredo Santos Bravo, Mauritson Farms
Valerio Ruiz, Martinelli Vineyard Management
Elias Alvarez, Vino Farms
Santiago Madrigal, Bevill Vineyard Management
Jorge Ramirez, Skipstone

- January 2024 “Leadership”**
Vicencio Reyes, Cornerstone Certified Vineyard
Marcial Tinoco, Joseph Phelps Vineyards
Israel Hernandez, Redwood Empire Vineyard Management
Leonel Molino, Emeritus Vineyards
- February 2024 “Pruning”**
Andrea Silva, Atlas Vineyard Management
Patricio Cadena, Bevill Vineyard Management
Cristina Arroyo, Renteria Vineyard Management
Elvira Zaragoza Santacruz, Cornerstone Certified Vineyard
- March 2024 “Innovation/Creativity”**
Moises Patiño, Redwood Empire Vineyard Management
Jesus Reyes Dolores, Bevill Vineyard Management
- April 2024 “Conservation”**
Mario Rivera Medina, St. Francis Winery
Antonio Guzman, Robert Young Vineyards
Lourdes Amador Rodriguez, Sangiacomo Family Vineyards
Jorge Guzman, Atlas Vineyard Management
- May 2024 “Frost Protection”**
Jorge Negrete, Bevill Vineyard Management
Leopoldo Enriquez, Redwood Empire Vineyard Management
- June 2024 “Determination”**
Victor Rosales, Atlas Vineyard Management
Gilberto Sapien, Sonoma-Cutrer Vineyards
Alfredo Merino, Cornerstone Certified Vineyard
Victor Moreno, Renteria Vineyard Management
Patricio Candena, Bevill Vineyard Management
Omar Nunez Ramirez, Bevill Vineyard Management
Alejandro Gonzalez Redwood Empire Vineyard Management

Leadership Academy

In 2022, the Fundación de la Voz de los Viñedos launched an innovative new Leadership Academy to support the professional development of our local vineyard employees. The Leadership Academy provides leadership training to vineyard employees, and informs them about the resources and services available to them within the community over eight sessions between January and July. This program is not about farming skills, but rather about advancing the skills needed for vineyard employees to be promoted into leadership roles within their organization or in the community. The goal is to enhance their current leadership skills and responsibilities. The knowledge learned from this Academy is not only shared with fellow colleagues, but with friends, family, and the local community, which provides an additional benefit. Topics presented to the class include sustainability, financial literacy, education, human resources, compliance, healthcare, disaster preparedness, communications, media training, and more. All members who graduate from the academy join the Alumni Network that allows them to mentor a current member as well as receive continuing education opportunities. To be nominated for the Leadership Academy, employees must have been a prior employee of the month recipient in order to ensure some connection with the foundation and its programs. In 2024, we graduated our third Leadership Academy class at a ceremony at our annual Sustainable Winegrowing Field Day and Grower BBQ.

“I feel more prepared as a leader within my company because of the knowledge and resources I learned about while in the Leadership Academy.” - Ricardo Corona, Munselle Vineyards

“I am grateful for the Leadership Academy because it gave me the opportunity to continue to learn and to meet more agricultural professionals within our community.” - Agustín Santiago, Medlock Ames

BY THE NUMBERS

- 1/3 of the Leadership Academy members have been promoted since graduating
- 50% have taken on increased responsibilities
- All have become mentors for the new members
- All employers noted that their employees have more confidence, have become better teachers/ supervisors/ communicators, and have strong leadership skills

Sonoma County Fundación de la Voz de los Viñedos



Leadership Academy Capstone Trip to DC

In what is being described as a “trip of a lifetime,” seventeen vineyard employees from the third graduating class of the Sonoma County Fundación de la Voz de los Viñedos’ (Voice of the Vineyards) Leadership Academy spent four activity-filled days in Washington, D.C. at the end of June. While there, the group met and visited with California Senator Alex Padilla’s staff, toured the Capitol, including a visit to the House Gallery, attended a Ways and Means subcommittee hearing, toured the area’s monuments and met with Congressman Thompson and his staff. The trip culminated in being the featured guests of the Congressional Wine Caucus, hosted by Congressman Mike Thompson and Sonoma County Winegrowers, where they met numerous Congressional Members including Speaker Emerita, Nancy Pelosi, while sharing Sonoma County wines their hard work helps to produce, their experiences in the vineyard, and their hopes for the future.

The Leadership Academy visited Washington, D.C., as guests of local Congressman Thompson and with the gift of travel provided by Alaska Airlines. “This trip to Washington was a once in a lifetime opportunity. I never thought I would be able to see and experience such a famous city,” said Antonio Lozioda, an employee at Dutton Ranch, where he started as a field worker thirty-nine years ago and has worked his way up to crop protection supervisor. He added, “I appreciate the Foundation and especially the Sonoma County Winegrowers for giving me this chance and experience.”

Karissa summed it up, saying “the visit to Washington has become the capstone of our Leadership Academy and provides an unprecedented opportunity for Sonoma County vineyard employees to share their stories and experiences directly to Members of Congress. This makes a huge impression in the halls of Congress and fosters an environment to further network and build friendships within the Leadership class.”

You can watch a video of the highlights of the trip to D.C. on the Fundación’s YouTube channel.

Leadership Academy 2024 Class and Years with Employer

- Jesus Garcia, Bevill Vineyard Management, 15
Sacramento Ortiz, Cornerstone Certified Vineyard, 23
Amelia Lopez, Cornerstone Certified Vineyard, 3
Antonio Lozoida, Dutton Ranch, 31
Miguel Carmona, Dutton Ranch, 38
Juan Avila, Emeritus Vineyards, 24
Misael Patino, Joseph Phelps Vineyards, 5
Jaime Salgado, Lynmar Estate, 5
Valerio Ruiz, Martinelli Winery, 31
Luis Martinez, Mauritson Farms, 16
Inocencio Vargas, Munselle Vineyards, 12
Maribel Morales, Munselle Vineyards, 5
Gustavo Gonzalez, Redwood Empire Vineyard Management, 5
Ermelando Gaytan, Sangiacomo Family Vineyards, 9
Jorge Ramirez, Skipstone, 17
Joaquin Andrade, Sonoma-Cutrer Vineyards, 3
Jose Antonio Villagomez, Sonoma-Cutrer Vineyards, 14
Juan Ruiz, St. Francis Winery, 10
Amadeo Lopez, St. Francis Winery, 16
Elias Alvarez, Vino Farms, 24

Letter from Incoming Board Chair Bret Munselle

As incoming Chair of Sonoma County Winegrowers (SCW), allow me to introduce myself for those of you who do not know me. I grew up in Alexander Valley and am a fifth-generation farmer. I farm mostly Cabernet Sauvignon and Chardonnay. My wife, Kristen, and I count ourselves fortunate to live and work in the beautiful Alexander Valley among several family members, lifelong neighbors and friends. It's a wonderful place to raise our four daughters and an ever-growing number of animals.

As I begin my role as Chair of the Sonoma County Winegrowers, I recognize that our industry is facing headwinds in grape growing and in the marketplace. This is why I firmly believe it is more important than ever to continue to expand our marketing efforts of the Sonoma County wine region. We all know that in order to sell our grapes, we need our winery partners to be successful in the marketplace which means marketing Sonoma County as a wine region to current and new consumers and partners.

Sonoma County Winegrowers has excelled in continuing to bring new and exciting partnerships and programs to Sonoma County. From connecting directly to consumers at innovative events, to co-founding the global Healdsburg Wine & Food Experience, to forging relationships with the trade through our ten-year plus partnerships with Landry's, Food & Wine, GuildSomm and other key wine partners, to keeping Sonoma County in the forefront of the media with our sustainability, marketing, and programs to drive innovation forward, it amazes me that so much can be done by such a small team. In addition, SCW has led the way in developing sports partnerships with the San Francisco Giants and Houston Rockets, focused on bringing wine to new venues and new consumers. Continuing to innovate and branch out to reach new audiences remains a focus, while we also continue to execute on our current activities. Importantly, over the past decade, Sonoma County Winegrowers has been awarded almost \$3 million in marketing grants to leverage our grower investment. Along with that, the Sonoma County Fundación de la Voz de los Viñedos has raised over \$2 million in funds to support our winegrowing community and vineyard workforce. I can speak firsthand about the positive impact the Leadership Academy has on our workforce, as I've had several of our employees graduate from the program, and I was even able to join the most recent visit to Washington, D.C., to witness this life changing trip myself.

I'm grateful to represent my fellow grape growers as Chair this year. Together, we'll spread the Sonoma County message of sustainability, diversity, and quality to entice more people to enjoy the wine of our region. In what may be a year that brings challenges to the industry, I am certain our collective efforts as a community will see us accomplish our goals. I wish everyone a wonderful and uneventful 2024 harvest!



Coming in 2024/2025: Continuing Partnerships

We are so excited about our plans for the upcoming year! In addition to continuing our successful programs from the past, we have quite a few new activations planned, building on our strong marketing partnerships with important new collaborations.



We'll be engaging with Giants fans on multiple levels throughout their season. Along with two suite level tastings, we will be taking over Triples Alley for a two game homestand for a "Sonoma in the City" VIP tasting experience. This experience will feature six winery partners each night, as well as a panel moderated by Amy G with panelists Evan Goldstein, a SF Giants coach, and Sonoma County winemaker. We also plan to be back in the VIP Cloud Club lounge for three games highlighting six winery partners. Plus, look for exciting news soon of a brand new collaborative program with the Giants that will take sports and wine to a whole new level!



We are working with the Rockets and the Toyota Center to expand Sonoma County's wine offering in their lounges, suites, and VIP areas and increase the presence of our wine at the venue. We're also amping up our activations and pre-game wine dinner series with the Houston Rockets, offering unique wine and food pairing events overlooking the court.



We'll participate in the Aspen Food & Wine Classic, featuring a wide variety of Sonoma County wines at the 3-day Grand Tasting event. We are looking to increase our activations with partners, including our special focus on the Trade program with American Express, and hosting wine dinners with local venues.



As we begin planning for our 4th year of our own local Healdsburg Wine & Food Experience, SCW will be taking even more of a leadership role with the event. We'll continue to focus on the sommelier program leading up to the weekend's activities, putting an emphasis on our educational seminars, sustainability initiatives, and immersive experiences.



In addition to the wine festivals in Houston and San Antonio, we're bringing Sonoma County to Mexico City and holding a winemaker dinner series at the The Palm Restaurants across the country. We are also working on additional wine dinners, co-branded wine events, and hosting opportunities.



We're proud to continue to partner with GuildSomm, the educational resource for the world's sommeliers.

Our partnership includes working with GuildSomm to host 3-hour Sonoma County Masterclasses for their members around the country; the next two are scheduled this Fall in Minneapolis and Washington, D.C. These classes highlight the diversity of Sonoma County's region and wines with presentations on our history, weather, soils, and more, and tasting a range of 15+ Sonoma County representative wines. SCW also sponsors the TopSomm wine competition, with the top 15 high-scorers winning a trip here to be hosted for an immersion experience of the best of Sonoma County, with educational seminars, tastings, vineyard tours, truck talks, winery dinners, and harvest experiences.



Coming in 2024/2025 continued

2024

July 26 Sustainable Winegrowing Field Day & BBQ	Aug 9 SF Giants Suite Level Tasting	Aug 13-14 SF Giants Triples Alley Takeover	Aug 28-29 Center for Ag Sustainability Think Tank	August Farm4Profit Podcast monthly guest appearance launches	Sept 4, 10 & 11 Three SF Giants Cloud Club Tastings	Sept 13 SF Giants Suite Level Tasting	Sept 22-24 GuildSomm/ TopSomm Sonoma County Immersion	Fall Shoulder to Shoulder video series launches	October Houston Rockets Season Activations Begin	Oct 8 GuildSomm Sonoma County Masterclass, Washington, DC	Oct 10 GuildSomm Sonoma County Masterclass, Minneapolis, MN	Oct 19 Wine Spectator NY Wine Experience Lunch featuring Sonoma County	Nov 16 Houston Sonoma County Wine Festival with Landry's	Dec 5 Holiday Harvest Party	Timing TBD NEW Sports Partnerships
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2025

Jan 16 Virtual Dollars & \$ense	Jan 31 Palm Springs Passion4Pinot Sonoma County Masterclass & Grand Tasting	February SF Giants 2025 Season Activations Begin	Feb 1 San Francisco ZinEx event	Feb 17-21 Best Sommelier of the Americas Sonoma County Immersion	March Sonoma County Region event in Dallas	April San Antonio Sonoma County Wine Festival with Landry's	April-July IPM Meetings	Spring Farm of the Future Summit	Spring Two GuildSomm Sonoma County Masterclasses, cities TBD	Spring Mexico City Sonoma County Wine Event with Landry's	Spring The Palm Restaurants Sonoma County Winemaker Dinner Series	May 7-11 Minnesota WineFest featuring Sonoma County Wine Region	May 14-16 Healdsburg Wine & Food Experience Sommelier Sonoma County Immersion	May 16-18 Healdsburg Wine & Food Experience	June Congressional Wine Caucus in Washington DC	June 20-22 Aspen Food & Wine Classic	Timing TBD Consumer Wine Camps
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Ongoing Programs Throughout the Year

"The Good Stuff" weekly radio show, podcast & column	National & Local Print Advertising	Digital Advertising & Social Media	Santa Rosa Airport Digital Takeover advertising	Media Outreach & Desksides	Farm of the Future Partnerships	Sommelier Community Outreach Programs
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Coming in 2024/2025: New Programs

In addition to our slate of continuing partnerships and programs, we’re excited to share some of the new collaborations and events we have planned.

Minnesota WineFest

This popular event is celebrating its 28th year, and Sonoma County will be the Honorary Wine Region partner for the event. Activities begin on Wednesday and continue through the weekend, with events like a Vintage Dinner, Luxe Lunch, Bubbles & Brunch, and a Grand Tasting that will connect us with the wine trade, media, and consumer audiences in Minneapolis.

Farm4Profit Podcast

Farm4Profit is one of the most followed agricultural podcasts, with 350,000 followers and more than 22 million YouTube views. A different Sonoma County grower will make guest appearances each month, talking about farming wine grapes and tasting one of their wines with the hosts. Be sure to check them out at youtube.com/@farm4profitpodcast.

Shoulder to Shoulder Video Series

We are proud to be launching “Shoulder to Shoulder,” a video series hosted by Amy G spotlighting the heritage of Sonoma County’s wine region. This unique series explores the invaluable tradition of learning “shoulder to shoulder” with those who paved the way. From traditions to innovations, and sustainable practices to the multi-generations, the DNA of Sonoma County is its people. These will live on our YouTube channel and will be launched through a digital and social campaign with *Food & Wine*, *Better Homes & Gardens*, *Travel+Leisure*, and more.

Wine Spectator New York Experience Luncheon

Wine Spectator’s New York Wine Experience is one of their most prestigious events, featuring the luminaries of the wine world for a global tasting. We will be the exclusive wine partner for the luncheon, where we’ll present an opening overview of Sonoma County as 8-10 of our Winery Collaborative partners’ wines will be poured for over 800 of these wine-loving attendees.

Passion4Pinot Event

Held in Palm Springs and attended by a who’s who of Pinot producers and aficionados, the Passion4Pinot grand tasting is preceded by auxiliary events. SCW is curating a Sonoma County masterclass where our panelists will explore the Pinot-producing AVAs from Carneros to West Sonoma Coast.

Best Sommeliers of the Americas

In collaboration with The Best USA Sommelier Association and its president, Doug Frost, who is one of the few with the dual distinction of Master of Wine and Master Sommelier, and Evan Goldstein, MS, we are creating a Sonoma County immersion program for these international wine professionals. While they’re in Santa Rosa competing for the top prize, they’ll enjoy our program of educational masterclasses, winery lunches, dinners, and tours as they dive deep into all things Sonoma County wine.

Sonoma County Region Event in Dallas

SCW is partnering with Sonoma County Tourism and Sonoma County Vintners to bring a showcase of Sonoma County food, wine, and other partners to Dallas. This multi-event immersion and education will target media and trade for wine and hospitality. The events are being planned for March of 2025. Dallas is a great fly-to market from Santa Rosa and an established wine market. We are excited to partner with Tourism and Vintners to elevate our wine region.

Additional Sports Partnerships

Based on the success we’ve found through our partnerships with MLB and NBA teams, we are in talks with two additional major sports teams that will see us branching out into other leagues. Stay tuned for more details as we continue our discussions!



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WINEGROWERS

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We believe the **Farm of the Future** isn't a destination. It's a daily commitment to creating a **more sustainable world**. It's a home for **innovative ideas** at the intersection of technology and agriculture, starting right here, in **Sonoma County's diverse and certified sustainable vineyards**. It will **feed** the planet, **energize** it, **regenerate** its soils, and maintain its open space. It will be **strong enough to adapt** to a less predictable climate and leverage new technologies. It will be **powered by the human touch** and preserve our most honored traditions. **And this is just the start.**

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