

VINE TIMES

The Voice of the Sonoma County Winegrape Commission

SPRING 2011

Important Registration for New Vineyard and Orchard Frost Protection Ordinance

By Lisa Correia

Sonoma County Agricultural Commissioner's Office

On February 15, 2011, the Sonoma County Board of Supervisors adopted the Vineyard and Orchard Frost Protection Ordinance. This Ordinance was adopted in an effort to proactively address and manage the potential conflict that can arise between water used for frost protection and habitat for salmonids, which are listed as endangered under the federal Endangered Species Act and under the California Endangered Species Act.



Frost Protection in Carneros

Photo by Mike Pucci

This was the outcome of a collaborative process and series of meetings that included growers, resources agencies, and others. The approval of the Ordinance and registration is the first phase of a program designed to include monitoring of frost water protection. During 2011, the Agricultural Commissioner's Office, working

with representatives of growers, resource agencies, and others will continue development of this area of the program.

The Ordinance requires all vineyard and orchard frost water protection users in the Russian River Watershed to register annually with the Agricultural Commissioner Office, and pay a site registration fee of \$64. This information will be utilized to develop a comprehensive inventory of frost water protection systems in the Russian River Watershed.

Registration forms, instructions, and a map of the Russian River Watershed can be found on the Agricultural Commissioner's Office website at http://www.sonoma-county.org/agcomm/frost_protection.htm.

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Free Sonoma or Marin County grower signs are available if you haven't already received one. Contact Ginger Baker at 707-522-5864

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Vine Times:

*The Voice of the Sonoma
County Winegrape
Commission*

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President's Report

By Nick Frey



The buzz in the air at Dollars and \$ense in January suggested greater optimism for the 2011 vintage. And there are positive signs that reinforce greater grower optimism. **Doug Goodwin**, Symphony IRI, reported increasing wine sales, especially those over \$20 per bottle, and **Glenn Proctor**, Ciatti Company, reported that bulk wine sales were good and inventories were relatively low.

Wine sales trends reported by Symphony IRI remained strong through January with table wine growing five percent in sales and 3.7 percent in volume. "Sales in grocery and drug stores had their best January sales of the past five years." This follows very strong sales of wines over \$11 per bottle in November-December 2010.

Growers are also seeing renewed winery interest in grape contracting after two years of negligible demand. While prices are not likely to recover fully to 2008 levels, the bottom of the market has likely been reached for most varieties.

There continues to be good demand for bulk wine, with 2010 white and red wines already being sold. Those sales should stimulate greater grape buying. As quality bulk wines are sold, wineries will look for grapes in order to lock in needed supplies for their brands.

Growers are anxious to forget about the challenges of 2010, but the Final Grape Crush report showed harvested tonnage above the consensus estimates of 15-20 percent yield reductions. Sonoma County tonnage was down 9.7 percent from 2009, with Zinfandel having the sharpest reduction of 30.5 percent.

Looking forward to 2011, growers who frost protect with water in the Russian River watershed will have to register their frost protection systems with the Agricultural Commissioner. In addition, a voluntary, winery-and grower-funded stream monitoring program will be implemented and a Science Advisory Board created. Monitoring will become mandatory in 2012 under the new county Frost Ordinance. (See articles by **Lisa Correia** and **Pete Opatz/Doug McIlroy** for more information.) This new regulation is in response to National Marine Fisheries Service calls for greater protections for threatened and endangered steelhead and salmon.

Growers who have groundwater wells or recycled water for frost protection are included in the ordinance. It is unfortunate, but all growers who use water for frost protection are assumed "guilty until proven innocent." Regulators or neighbors driving by a vineyard cannot tell the source of water and we as growers need to know the acreage protected with water and the sources of water used throughout the Russian River Watershed. The data from the registrations provide important information on the scope of frost protection. The stream monitoring will identify if or where potential impacts on stream flow occur. Corrective actions can be taken should impaired reaches of a stream be identified. These steps are needed because the Endangered Species Act has tremendous reach and poses significant economic risks to grape growers. The goal is to insure grape growing and endangered salmonid species can both thrive in Sonoma County. **Your cooperation in registering your frost control system is critical to achieving that goal.**

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Grape growers have had two difficult years, especially those with fruit not under contract. Prospects are improving for 2011, but many challenges remain. Many growers face increased costs due to the Frost Ordinance and potential insecticide and mating disruption applications for growers within 500 meters of an European Grape Vine Moth male being trapped. While new contracts are being offered, grape prices may not be adequate for a return to profitability. Work with your wineries to reach a sustainable price. If the price per ton is not adequate, are there concessions the winery can make to increase yields, decrease canopy management costs, or allow machine harvest? Hopefully a workable contract will result. And perhaps bulk wine production will need to be part of your marketing strategy.

Good luck to you all as we anticipate the 2011 vintage!

The Sonoma County Grape Grower Frost Registration – Why?

*By Pete Opatz and Doug McIlroy
Russian River Water Conservation Council*



Frost Protection in Alexander Valley

Since the 2008 frost season, much has transpired in the local and state regulatory world as it pertains to the use of water for frost protection. As growers, regulators, and resource agencies react to the 2008 fish takes, it was growers reacting to the State of California proposed regulation that was the driving force behind the Sonoma County Frost Ordinance. The California Water Resources Control Board (CWRCB) proposed

regulation is a required response to the Endangered Species Act (ESA). The CWRCB is responsible for the “beneficial use of water” which includes water for the fish resources. Three salmonid species are listed in the Russian River Watershed, Coho is endangered and Steelhead and Chinook salmon are listed as threatened.

Here in Sonoma County, and more specifically in the Sonoma portion of the Russian River Watershed, we have a new mandatory requirement to register our frost systems this year. The purpose for this is fundamental to the development of a local Water Demand Management Program (WDMP).

The grower community cannot develop a local management strategy without basic information on the real water demand on all areas of the Russian River Watershed.

The sole objective for this effort is to demonstrate the long term use of properly managed water for frost protection can be compatible with salmonid recovery efforts. The current lack of data to inform a common sense approach to regulation is forcing the state to create a regulation that is both costly to growers and overreaches into groundwater. This is especially important to the vineyards that lie along the main stem of the Russian River which have clearly demonstrated the lack of impact.

It will be important for growers to keep records of their frost water use as well. This includes dates and times when frost protection was needed, water meter readings if available and well levels.

Year two of the Sonoma County Frost Ordinance will start the second phase of the program, i.e. stream monitoring. This monitoring program will look very closely for surface water impacts during the 2012 frost season and for years to come. Growers must know that much of the Russian River Watershed in Sonoma County is already blanketed with stream gages. These gages cover the majority of the stream systems that are important to the fish and state resource agencies.

The gage placements in 2012 will be determined by evaluating the demand on the various stream reaches based on the results of this year's mandatory registration program. With registration data, an efficient and cost effective approach to managing water in the Russian River Watershed is possible.

As we embark on this task we need to be reminded that the ESA is a powerful body of law that has already had serious impacts on many of our farms and vineyards. This particular situation is critical because it pertains to our future ability to use water for frost protection. It demands our collective efforts, hence a watershed program to manage our future water requirements. We all know the heightened interest in our water use by the recent changes in water use reporting required by the state. This increased interest is not going away, nor will it lessen in the future.

The data we collect in this effort moves us forward from a position where we lack defensible data to real scientific evaluation of our water resources and needs. Today we are left to information that is subjective and vastly incomplete. We know from experience that regulators defending Endangered Species will and must err on the side of caution. We cannot

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simply sit on the sidelines and rely on others to set the thresholds of water supply for all of the county's vineyards.

Please consider donations this year to support the Russian River Water Conservation Council's (RRWCC) efforts in 2011 to monitor, assemble demand data and fund an independent scientific body to analyze the data. This voluntary effort will demonstrate grower and winery commitment to work with regulatory agencies to address their concerns and to assure our future water needs.

The RRWCC believes water can be managed. We also believe that there will be findings that could arise from this effort that will be painful to a small number of the grower community. The RRWCC is collaborating with numerous groups to assist growers with infrastructure capital and expertise to deal with potential conflicts. The issue before us is extremely complicated and multifaceted requiring your participation and interest.

To date, a small group of large and small growers have covered the costs to CWRCB proposed regulations. Two Sacramento water rights attorneys and an engineering firm have billed out well over \$100,000 to debate, respond and inform the current proposed state and county efforts. At some point in the future this effort will require a broader level of support. We in the grower community are thankful for that support, for without this level of expertise we would be in a very different position today with only the fish resource agencies giving input to the CWRCB.

While nobody wants new regulations and fees, we feel a local program will be more cost effective and will better address the needs of endangered and threatened fish species than a regulation set by the state.

European Grapevine Moth Quarantine — 2011 Program

By Lisa Correia

Sonoma County Agricultural Commissioner's Office

The Sonoma County Agricultural Commissioner's Office is committed to working with the agricultural community on the eradication of European Grapevine Moth (EGVM) and the lifting of the quarantine in Sonoma County. The EGVM program is part of a statewide project by the USDA, California Department of Food and Agriculture, and implemented through the Agricultural Commissioner's Office. The program includes trapping survey, treatment, and restricting movement of grapes and other articles capable of spreading EGVM.



EGVM trap in Alexander Valley

Trapping

Sonoma County personnel continue to survey for the presence of EGVM by placing and servicing approximately 7000 traps from February through October of this year. Detection traps are placed in vineyards at 25 traps per square mile, and residential properties are trapped at 5 or 25 traps per square mile outside and within the quarantine areas, respectively. If your vineyard is gated or there is another situation which would prevent us from placing traps on your property we ask for your cooperation, and to call Gayle Carter or Alexis Ramey at 707-565-2371, or email us at SONOMAAG@sonoma-county.org.

If growers decide to place and service their own traps they must be at least 30 meters from any traps set by the Ag Commissioner staff otherwise they will interfere with the survey program. Suspect moths from grower traps will need to be identified by a Pest Control Advisor, University of California Cooperative Extension (UCCE), or staff trained by UCCE specifically on identifying EGVM. Traps with identified suspects should be brought to the Agricultural Commissioner's Office for confirmation.

Early detection is the critical first step to eradicating EGVM. During 2010, 59 EGVM were detected in Sonoma County. The success of the program relies on the early detection of these populations and growers cooperating in the response to these detections.

Treatment by Growers

The EGVM program also calls for growers to treat grapevines within 500-meters of an EGVM find, regardless if detection was in 2010 or 2011. Maps of the 500 meter areas surrounding EGVM finds are available on the Ag Commissioner's website at www.sonoma-county.org/agcomm/european_gv_moth.htm, so growers can determine if they are within a 500 meter area and need to treat. Timely spray treatments target the 1st and 2nd

European Moth continued on page 15

California Association of Winegrape Growers Update

By John Aquirre



Governor Jerry Brown (left) enjoys a glass of Sonoma County wine as he joins John Aquirre and grape growers at Winegrape Day in Sacramento

This edition of *Vine Times* features an update from the California Association of Winegrape Growers (CAWG) on current issues and activities of interest to the grower community. CAWG represents California winegrape growers on state, national and international legislative and regulatory issues.

California Senate Acts on Card Check Bill

On March 9, the California Senate Committee on Labor and Industrial Relations passed SB 104, often referred to as the 'card check' bill. Card check allows union organizers to collect workers' signatures on representation cards in lieu of secret ballot elections. Once a farm union gathers and submits the signatures of more than 50% of workers in a bargaining unit, the union wins the right to represent all workers in that bargaining unit.

The bill is widely opposed by California farm groups. The bill is problematic for agricultural employers and employees alike. The bill affords farm workers few protections against harassment by overzealous union organizers seeking signatures on representation cards. Union organizers may fill out all the information required on a representation card, which includes: name of the labor organization, the agricultural employer, the employee's name, address and telephone number, the name of the employee's supervisor, the employee's crew number, and the date when the card was signed. An employee only has to sign the card and the card is valid as long as it contains the name of the labor organization, the name of the employee and the employee's signature.

If the card check bill passes, few hurdles will remain for unions in their quest to organize agricultural operations. California unions

have made passage of SB 104 a high priority and the bill is considered to be on a 'fast track.'

TTB May Regulate Commonly Used Winemaking Terms

Last November, the Alcohol and Tobacco Tax and Trade Bureau (TTB) published a notice requesting public comments on a variety of winemaking terms used on labels and in advertising, including Estate Grown, Single Vineyard, Vintner Grown and Old Vine. TTB asked industry operators to comment on what these terms mean, how they are used in practice and whether or not these terms should be defined or redefined through regulation.

A review of comments filed with TTB reveal that most major wineries and wine industry groups believe additional definition and regulation of these terms is unnecessary. However, in certain limited instances, changes to policy or regulation were suggested. For example, TTB's current policy provides that use of the terms Proprietor Grown, Vintner Grown and Single Vineyard require that 100% of the grapes used in wine to which the terms refer must originate from a single proprietor, vintner or vineyard. CAWG commented that TTB should use instead a more relaxed standard of 95%, based on the belief that a 100% standard is too restrictive and inflexible.

In its notice, TTB asked whether Estate Grown should mean something different than Estate Bottled? The two terms are synonymous under current TTB policy; however, some groups, like Napa Valley Vintners, commented that the term Estate Grown does not mean the same thing as Estate Bottled and, instead, the term refers to growing conditions "... which provides that the brand owner grew all of the grapes used to make the wine on land that it owned or controlled within the boundaries of the labeled AVA."

CAWG encouraged TTB to continue its current policy and to avoid any additional regulation of the term Estate Grown.

TTB asked whether it should define another widely used term, Old Vine, and if so, how? CAWG surveyed its members on this question and the overwhelming response from members was that Old Vine should have a meaning based on the number of years a vine has been continuously planted in a vineyard. And, nearly all members responding to the survey said that number of years should be greater than twenty-five years, with forty-three percent believing that Old Vine should refer only to vines fifty years and older. Nine-percent of growers responding said Old Vine should refer to vines seventy-five years and older.

Without having more information on how widespread is the use of the term Old Vine and its economic significance to wineries and vineyard owners alike, CAWG refrained from encouraging TTB to define the term through rulemaking.

Nominations Needed for Board/Alternate Seats

By Nick Frey

Nominations for Commissioners and Alternates are being accepted through April 30, 2011. Six current Commissioners or Alternates will be standing for re-election and there are four open positions.

If you are interested in running or if you can recommend a nominee (with their consent), please download the nomination form at www.sonomawinegrape.org and submit it by April 30.

For questions, please contact Nick Frey at 707-522-5861 email: frey@sonomawinegrape.org.

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Registration must include the following for each site: completed registration form, an aerial map of the site with system noted, and \$64 payment. A 'site' is a parcel or contiguous parcels under single ownership or control, considered a unit for the purposes of a vineyard or orchard frost protection system.

If you received a letter and survey from our office regarding frost protection systems in March, please be sure to complete and return the information whether you use water for frost protection or not. We would appreciate receiving the completed survey form and registration form(s) by April 22, 2011. If you do not use frost protection of any of your sites, only the survey form needs to be returned (registration and fee are not required).

To avoid a late penalty of \$64 per site, in addition to the \$64 registration fee, be sure your registration form is received by our office by June 1, 2011. Completed inventory form and registration forms can be mailed to or dropped off at our office.

If you have questions on registering, please come to one of the following outreach events being coordinated by the Sonoma County Winegrape Commission and the Agricultural Commissioner's Office:

Dates:

Wednesday, April 20
 Friday, April 29
 Thursday, May 5
 Friday, May 13
 Thursday, May 19
 Tuesday, May 24
 Time: 7:30 am – 9:00 am

Location: Sonoma County Agricultural Commissioner's Office
 133 Aviation Blvd, Ste. 110, Santa Rosa CA 95403
 (Large Conference Room)

"Vineyard Frost Protection, a Guide for Northern Coastal California" Now Available

By Valerie Minton

Sotoyome Resource Conservation District



The Sotoyome RCD and the Natural Resources Conservation Service (NRCS) Petaluma Office are pleased to announce the availability of a new guide to assist growers in selecting, operating and tracking frost protection systems. The RCD and NRCS can also provide individual assistance to growers looking to develop or modify their frost protection systems.

Hard copies of the guide are available at the following locations, or visit www.sotoyomercd.org for a pdf version:

Sotoyome RCD; 201 Concourse Blvd, Santa Rosa, CA 95403; 707-569-1448

USDA-NRCS; 1301 Redwood Way, Suite 170, Petaluma, CA 94954; 707-794-1242

The Sotoyome RCD is Moving

Our new office is located at 201 Concourse Drive in Santa Rosa, just off of Airport Boulevard, across from American Ag Credit. Please feel free to stop by and visit any time! We have an extensive resource library that includes reference materials for office viewing such as soil maps, and free booklets and brochures on land management topics including permitting, Pierce's Disease control, erosion control, stormwater management and more.

2011 IPM Grower Appellation Meetings Set

By Karen Thomas

Integrated Pest Management (IPM) Grower appellation meetings are held April through July. Each appellation meeting reviews current pest and disease pressures and growers share observations and pest management experiences. There is no charge to attend the meetings and all growers are invited. CEU credit of 1.5 hours is available. Contact SCWC at ipm@sonomawinegrape.org for more info.

2011 IPM GROWER APPELLATION MEETING Schedule:

Dry Creek Valley: Host: Richard Rued, Rued Vineyards - 3850 Dry Creek Rd, Healdsburg. TUESDAYS April 12, May 10, June 14, July 12 from 8:00-9:30 am

Alexander Valley: Host: Dana Grande, Jordan Vineyards - 2710 W. Soda Rock Rd, Healdsburg. TUESDAYS, April 12, May 10, June 14, July 12 from 10:30 am – noon

Sonoma Valley: Hosts: Mel & Angela Dagovitz, Barricia Vineyards - 15700 Hwy 12, Sonoma. WEDNESDAYS, April 13, May 11, June 15, July 13 from 9:00-10:30 am

Russian River Valley: Host: Dennis Devitt, Laguna Ranch - 2043 Laguna Rd, Santa Rosa. THURSDAYS, April 14, May 12, June 16, July 14 from 9:00-10:30 am

2011 Employee Development Program

By Karen Thomas

The Employee Development Program (EDP) is a series of workshops in Spanish to teach important aspects of viticulture and employee management to vineyard employees and supervisors. The purpose of the program is to promote training and educational programs in Spanish to attract, retain and advance employees in agricultural careers. All workshops are offered free of charge to any vineyard employee in Sonoma and Marin counties.

EDP is sponsored by the Sonoma County Grape Growers Foundation with support from the Sonoma County Library. Various Sonoma County Winegrape Commission events throughout the year offer wine for a small donation to the Foundation. This donation goes to support the EDP workshops.

The 2011 schedule may be found on the SCWC website at www.sonomawinegrape.org/employee-development. For more information on the workshops or to be included on the EDP notifications, contact Karen at 707-522-5862 or ipm@sonomawinegrape.org.

2011 Organic Producers Group Meeting Schedule

By Karen Thomas



Margaret Chastain describes her vineyard and riparian area to OPG attendees

The Organic Producers Group (OPG) meets once a month, April through July. This year, a 5th meeting has been scheduled for August. The meetings focus on organic and sustainable grape growing techniques with grower-to-grower exchange of ideas and practical information. The meetings are held at various host vineyards throughout the county and may include a vineyard tour, equipment demonstration and guest speaker. Pre-registration is requested as a hosted lunch follows. There is also general discussion on timely pest and disease topics and their organic or sustainable controls. An application is in progress for 1.0 CEU of "Other" for each month.

2011 ORGANIC PRODUCERS MEETING SCHEDULE

4th Wednesday of Month 10-11:30 am unless noted otherwise. Pre-registration for the lunch headcount is requested to ipm@sonomawinegrape.org or 522-5862

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|--------------------|--|
| April 27th | Dry Creek Valley: Preston Winery & Vineyards, Lou Preston hosts (9:30 am start time) |
| May 25th | Sonoma Valley: Brereton Vineyard, Nick Brereton hosts |
| June 22nd | Marin Coastal: McEvoy Ranch, Samantha Dorsey hosts |
| July 27th | Dry Creek Valley: Martorana Winery, Gio Martorana and James A. King host |
| August 17th | Alexander Valley: Ridge Winery & Vineyards, David Gates Jr. hosts |

Please see the SCWC website calendar at sonomawinegrape.org/events/calendar for more information and the RSVP flyer as each date nears.

Marketing Update

By Larry Levine



The Commission entered 2011 with even greater dedication to increase the value of Sonoma County grapes for growers, your winery customers and their consumers.

We continue to invest carefully in marketing programs. Our partnerships with the Sonoma County Vintners, Sonoma County Tourism Bureau and the AVAs multiply the impact of grower marketing dollars.

We are starting to see positive indicators in the marketplace as consumers are buying wines over \$15 more often. Our goal continues to be to build the Sonoma County brand so Sonoma County gets a greater share of these purchases. This demand ultimately leads to increased grape sales and prices.

Few wine regions are better positioned than Sonoma County to sustain our positive marketing momentum during this difficult economic environment. Here are some of the programs we are conducting on your behalf:

1. Website Upgrades and Redesign: We completely redesigned and upgraded the Commission's website and particularly the Grape Marketplace to make it a useful tool to assist growers in selling their grapes. Please contact Ginger at the Commission with any thoughts on how we can better serve your needs.

2. Sonoma County Winegrape Commission Grape Trade Publication Ads: The new trade ad campaign directed at winemakers and grape buyers was launched in January. It features the Commission's web Grape Marketplace. We will also send a direct mail piece in late April to grape buyers about the Marketplace and Sonoma County grapes and bulk wines.

3. Consumer Outreach Publicity: The Commission continues to place a marketing priority on publicity and public relations because it is more cost effective than advertising. In 2010, our publicity efforts for the Sonoma County trio (growers, vintners and tourism bureau) reached more than **572,105,865** consumers nationally/internationally. For local grower initiated programs it was **41,659,459** (an increase of 61 percent over 2009).

4. Sonoma County Vineyard Adventures: In 2010, the Commission initiated its new self-guided vineyard tours, allowing visitors and Sonoma County residents to experience one of the world's premier wine regions in an educational and insightful way. Initial Sonoma Vineyard Adventures were offered at four wineries including: **Mantanzas Creek Winery** (Bennett Valley), **Paradise Ridge Winery** and **Balletto Vineyards** (Russian River Valley) and **Mauritson Family Winery** (Dry Creek Valley). With articles about the program running on international wireservices, Associated Press and Reuters, the program generated a media reach of more than **307,064,260** consumers for our national/international publicity efforts.

Due to the success of the program, we just added five more vineyard adventures at **Francis Ford Coppola** (Alexander Valley), **Stryker Sonoma** (Alexander Valley), **Michel-Schlumberger** (Dry Creek Valley), **Landmark Vineyards** (Sonoma Valley) and **Schug Carneros Estate** (Carneros).

5. Events Update:

- **Sonoma in the City, Washington, D.C. April 4-6 and San Francisco July 12-14:** The events feature an extensive Sonoma County and AVA tasting for top media and trade, including a seminar program with both growers and vintners and a tasting with more than 35 Sonoma County wineries in D.C., and more than a 100 in San Francisco. There will also be consumer tastings and media meetings. It is produced by the Commission and Sonoma County Vintners along with several AVA and media sponsors.
- **Russian River Pinot Forum, Russian River Valley (August 7-9):** SCWC anticipates sponsoring this event again in 2011 and will provide overall Sonoma County vineyard and wine information at both seminars and in conference reference materials to 60 top sommeliers that attend this annual event.
- **The Sonoma County Wine Country Weekend (Sept. 1-5):** This year's event will be bigger and better than ever with the Sonoma County Showcase and Sonoma Valley Harvest Wine Auction joining forces for a Labor Day weekend extravaganza. The Dutton family is the "Honorary Grower Chair" for the weekend. On Saturday, SCWC will again host the popular "Grower's Crush Pad" at MacMurray Ranch.
- **Sonoma County Grape Camp Promotion (Sept. 20-22):** The 5th anniversary edition of Grape Camp is already more than half full with campers signed up. Selected top media will be invited to experience the Sonoma County harvest and share it with consumers around the world. Grape Camp was just featured in the March issues of In-Style and D (Dallas) Magazines. For information go to www.sonomagrapecamp.com.

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- **Sonoma Summit, Sonoma County (November):**
Information will follow in the summer issue of Vine Times.

Additionally SCWC is involved in several AVA-sponsored events that the Commission supports with the Sonoma County Cooperative Marketing Program for AVAs.

Juan C. Hernandez Wins 12th Annual Sonoma County Pruning Competition

By Karen Thomas



From left to right: 1st Place Winner Juan C. Hernandez, La Prenda Vineyard Management; 2nd Place Winner Manuel Chavez, Silver Lining, LLC; 3rd Place Winner Javier Torres Jr., Sonoma-Cutrer Vineyards; and 4th Place Winner Leobardo Lopez, Clendenen Vineyard Management. Photo by Mike Pucci

The Sonoma County Winegrape Commission held the 12th Annual Sonoma County Pruning Championship on February 25, at SRJC's Shone Farm. Regional pruning contests were held between February 2 and 11, and the top two pruners in each of five major Sonoma County winegrape regions competed in the County Pruning Championship. The ten contestants were judged for speed and quality of work by a team of industry professionals and cheered on to victory by family, friends and co-workers. A youth pruning contest was also hosted at SRJC Shone Farm in January.

Juan C. Hernandez of **La Prenda Vineyard Management** won first place honors at the Sonoma County Pruning Championship. He expertly pruned five vines, combining speed and best quality work, and collected \$500 and various prizes for his winning efforts. Second place honors went to **Manuel Chavez** of **Silver Lining, LLC**; third place went to **Javier Torres Jr.** of **Sonoma-Cutrer Vineyards**; and fourth place was **Leobardo Lopez** of **Clendenen Vineyard Management**.

The Winemaker/Vineyard Manager Contest was won by the Alexander Valley appellation who bested teams from Russian River Valley, Sonoma Valley and Knight's Valley. It's not too early to begin plotting next year's winning strategy and participants!

The top two pruners from the five regional contests competing in the Championship were:

Dry Creek Valley: Cain Flores of Bevill Vineyard Mgt., 1st place; Francisco Reyes of Seghesio Family Vineyards, 2nd place.

Sonoma Valley: Juan C. Hernandez of La Prenda Vineyard Mgt., 1st place; Javier Torres Jr. of Sonoma-Cutrer Vineyards, 2nd place.

Alexander Valley: Leonardo Gonzalez of Treasury Wine Estates, 1st place; Cesar Vasquez of Kendall-Jackson Vineyards, 2nd place.

Knight's Valley: Salvador Camacho Luna of VinePro Vineyard Mgt., 1st place; Leobardo Lopez of Clendenen Vineyard Mgt., 2nd place.

Russian River Valley: Laureano Herrera of Sonoma-Cutrer Vineyards, 1st place; Manuel Chavez of Silver Lining, LLC, 2nd place.

As the contestants and spectators waited for the judges to announce the county champion, **Merilark Padgett-Johnson**, Santa Rosa Junior College viticulture instructor, provided a grapevine pruning demonstration and answered audience questions.

Awards were presented, followed by a complimentary lunch. Sonoma County wines were offered for a nominal discount with all proceeds going to the Employee Development Program. This Program is funded by the Sonoma County Grape Growers Foundation and provides a comprehensive set of workshops to teach important aspects of viticulture training in Spanish to vineyard employees. There is no charge to attend these workshops.

SCWC extends our thanks to the SRJC Ag and Natural Resources Department for their participation and co-sponsorship. And to the industry sponsors for their generous contributions:

Platinum Sponsors: American AgCredit, Chris Maloney Crop Insurance

Gold Sponsors: Vineyard Industry Products, Sunridge Nurseries, Tri-Valley Vineyard Management, Clendenen Vineyard Management, and Royal Petroleum

Silver Sponsors: Wyatt Irrigation, Wilbur-Ellis, NovaVine, Cameron & Cameron, Gallo Vineyards, Inc., VinePro Vineyard Management

Bronze Sponsors: Central Valley Builders Supply, Art Weyers Insurance, Gripple, Inc., Grace Vineyard Management, Weeks Drilling & Pump, Bartolomei Scale, Crop Protection Services, Rental Solutions and California Highway Patrol.

Central Valley Builder's Supply provided donuts and hot coffee to start off the day. For the afternoon snack, Lola's Market contributed twelve pounds of queso fresco and Whole Foods Coddington donated fresh fruit. The Sonoma County Winegrape Commission is very appreciative of all the support and contributions for this worthy event.

Dollars & \$ense 20th Anniversary Sees Record Attendance

By Ginger Baker

The Sonoma County Winegrape Commission (SCWC) hosted the 20th annual Dollars and \$ense Seminar and Tradeshow on January 20, 2011, at the Wells Fargo Center for the Arts. A record 530 grape growers, winery employees and Commission sponsors participated. The theme was "Working with Today's Reality." The seminar topics included a grower and vintner panel on managing your business to increase dollars per acre. Panelists were **Steve Smit**, Constellation Wines; **Nick Goldschmidt**, Goldschmidt Vineyards; and **Pete Opatz** of Silverado Premium Partners.

A session on Market Prospects for 2011 was presented by **Rob McMillan** of Silicon Valley Bank, **Glenn Proctor** of Ciatti Company and **Doug Goodwin**, of Symphony IRI. An update on SCWC marketing programs was provided by **Mike Rowan** and **Duff**



Rhonda Smith (right) of U.C. Cooperative Extension learns about Western Weather Services.

Bevill. The seminar concluded with A Frost Ordinance Update by **Doug McIlroy**, Rodney Strong Vineyards, and **Don Schukraft**, Western Weather, presented the Mobile Alert Monitoring program which provides growers

with weather alerts from nearby weather stations in the Sonoma County weather network.

Fifty-five Commission sponsors showcased an array of products and services and shared their knowledge with growers and wineries. We thank our Commission sponsors for their support of the Commission and the work we do. To view a list of Commission sponsors, please visit www.sonomawinegrape.org/sponsors.

Mike Rowan of Wine Creek Vineyard shared his thoughts on the event:

"I felt that the panelists gave us an industry overview that was insightful and very timely. I spoke with growers who also attended the Unified program who felt that much of what they heard there had been covered by the presentations at Dollars and \$ense. I was impressed by the diversity of vendors who participated this year; the range was from very traditional to almost futuristic technology. Most impressive was the level of interest from the grower and winemaking communities who attended in record numbers. It is apparent that Dollars and \$ense continues to be regarded as the primary forum in Sonoma County for updates on changes in the market place and in technological advances."

Spring Plastic Recycling Day, April 27 Pesticide/Chemical Containers

By Karen Thomas



Recycling Day Nov. 2010 - Pete Albers and Phillip Eagles add to the recycling pile

Owners and managers of vineyards and wineries are encouraged to recycle all plastic pesticide and chemical containers. The Spring Plastic Recycling Day will be held on Wednesday, April 27, 2011, from 9:00 am until 3:00 pm at the Sonoma County Healdsburg Corporation Yard located at 17270 Healdsburg Avenue at Alexander Valley Road in Healdsburg.

This program is co-sponsored by The Sonoma County Agricultural Commissioner's Office, Sonoma County Integrated Waste Division, Interstate Ag Plastics and Sonoma County Winegrape Commission.

Containers of various plastic materials in sizes ranging from 1-pint to 55-gallons will be accepted. You must adhere to the following directions for containers to be recycled:

- A completed and signed Pesticide Container Rinse Certification form.
- Containers 15-gallons and larger must be cut into quarters prior to the event.
- Containers must be triple-rinsed, punctured and dry.
- All container lids must be removed – including plastic lids.
- All label booklets and plastic sleeves must be removed.

Do not bring: plastic tubing, PVC pipe or containers that held motor oil.

Your pre-completed Pesticide Container Rinse Certification form will expedite the process. Download the form from www.sonomawinegrape.org/pesticide-container-recycling or www.sonoma-county.org/agcomm.

For additional information on the program call **Pete Albers** at 707-565-2371.

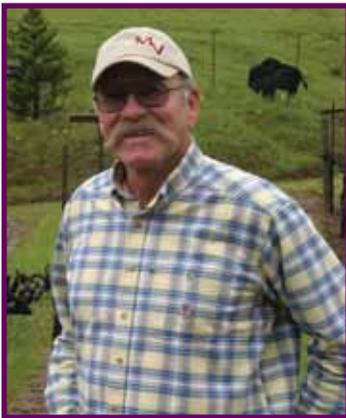
Up-Close

BILL MUNSELLE

Owner

*Wasson and Munselle Vineyards
Munselle Vineyards Winery*

By Larry Levine



Bill was born in Lubbock, Texas. His family then travelled extensively because his father was in the construction business. At age 10, they moved to northern California. He met his future wife, Reta Wasson, at Healdsburg High. They got married when they both graduated from Santa Rosa Junior College, and have raised three sons.

For the next 10 years, Bill worked as a machinist at National Controls in Santa Rosa. On the weekends, his father-in-law started teaching him about farming and growing grapes. Reta's family owned a ranch in Alexander Valley since 1876. It grew mostly prunes until 1970 when they started to plant grapes vines – at that point, Pinot Noir, Cabernet and Chardonnay.

Today Bill and his oldest son, Brett, farm the 225-acre ranch with Sauvignon Blanc, Chardonnay, Sauvignon Musque, Petit Verdot, Merlot, and Cabernet Sauvignon. He is a Commissioner of the Sonoma County Winegrape Commission. In his spare time, Bill enjoys his five grandchildren (all girls) and rides horses in Alexander Valley.

Was it dramatic moving to northern California after traveling the early part of your life?

No not really, when you move around a lot you get used to new people and places pretty quickly. But I do think that seeing many different places early on made me see that Sonoma County was a very special place to live.

Why did you decide to become a farmer?

I liked the work and being outside. But most of all I like the connection to the land that all of Reta's family felt. I also wanted our children to have that sense of place and community and belonging that farm families have.

Was it a big transition going from being a machinist to a grape grower?

Going from being paid weekly to once a year took some getting used to. The biggest difference was going from working inside to working outside all day. But I loved it from the start.

What's special about growing grapes in Alexander Valley?

The people and the place. When you drive down the road you know all your neighbors, other hard working family farmers that have been here for 50 to 100 years. As for the place, our hillside soils, exposures and foggy mornings make Alexander Valley one of the best places in the world to grow premium Cabernet Sauvignon. You couldn't ask for a more beautiful place to live and work.

In the 30 years you've been growing grapes, how has it changed?

The biggest change is that now we have to compete in a global market. Thirty years ago we really weren't too concerned with wines from Australia, New Zealand, Chile, South Africa, etc. Now we watch their harvests almost as closely as we watch our own. Also in the last 30 years the regulatory restrictions have increased dramatically. All change is challenging, but a challenge is just another opportunity to succeed.

You recently were honored with a "Best Practices" award from Sonoma County Business Environmental Alliance. What have you done to qualify for this prestigious award?

We were recognized for our efforts in water conservation and sustainable farming practices. Being able to conserve and manage our water resources is key to the long term viability of agriculture in Sonoma County.

Where do you think the winegrape industry is going in the future?

I believe we will continue to lead in environmentally sound and sustainable practices. I am very excited about the future of agriculture in Sonoma County when I look at the next generation of family farmers and see the passion, dedication and enthusiasm they are bringing.

How do you think the Commission is doing?

I believe the Commission is doing an excellent job of marketing the Sonoma County name and message. I talk to local growers all the time that ask me "what has the Commission done for me?" I always reply the Commission is taking the Sonoma County name to the places it needs to be, such as San Francisco, Chicago, New York, Los Angeles, Austin, etc., places where we can grow our market share. Also we have been very successful in our media placements. I also tell growers they probably won't see much advertising around Sonoma County, because locals are very aware of the vineyard and winery presence here.

Why did your family decide to start it's own winery?

We wanted to showcase what our vineyards are capable of producing. Each of the wines we produce is a single vineyard designate, 100% varietal. Every grape in the bottle is 100% us.



Weather station in Balletto Vineyards in the Russian River Valley

Weather Updates

By Ginger Baker

MOBILE WEATHER DISPLAY & ALERT

The Sonoma County Winegrape Commission in conjunction with Western Weather Group has introduced a new weather alert monitoring system. The weather alert monitoring system will use data from the Campbell Scientific automated weather stations. Depending on the weather station's communications capability, data will be collected on a 15-minute or hourly basis 24-hours per day. Users will be assigned a username and password for a web site where they can enter their email address and/or SMS text address. The user will also select the following:

1. Data from specific stations to be displayed, e.g. temperature, wind speed, rainfall, etc.
2. Alarm parameters, e.g. air temperature below 36°F

When the alarm parameter is reached (i.e. air temperature below 36°F) an email or SMS text message will be issued to the user's cellular phone. For mobility, the set-up and display of the weather data and alarm settings are all designed to be viewed and edited on a Smart Phone. The new service is ready for growers this 2011 frost season. To request a username and password to use the new Mobile Alert Monitoring Service contact the Sonoma County Winegrape Commission at info@sonomawinegrape.org.

WEATHER STATIONS IMPROVE FROST FORECASTS

Automated weather stations in the vineyard help meteorologists initialize and verify the forecasts allowing a continual improvement in skill. To issue a site-specific frost forecast, real-time weather data are required from the location. While several new weather stations were installed in the county in

2010, more weather stations are needed to improve the forecast accuracy or in some cases allow a site-specific forecast to be made for a remote location. Growers in a specific growing region can pool their resources to purchase a single weather station and locate it in an area representative of their district. Data from the weather station will then be used for the frost forecast for that district. Individual growers may also be eligible for get matching funds from USDA EQIP program for 2012 installations.

The Campbell Scientific automated weather stations provide a great deal of flexibility. Data from the Campbell Scientific weather stations in Sonoma County are shared on the SCWC weather web page where the data can be accessed via an interactive weather database. Users can view the data for a specified time period in a tabular or graphical format and the data can be downloaded to a user's local PC in an Excel, PDF or CSV file format.

The Campbell Scientific weather station data can be used year-round for spray operations, irrigation scheduling, grape powdery mildew index, growing degree-days, rainfall totals and other vineyard agronomic decision making. The data from the Campbell Scientific weather stations are also used in the new Mobile Weather & Alert System that is available through the SCWC.

Save the Date: Grower Seminar, Tradeshow & Barbecue, June 3

By Karen Thomas

Mark your calendar to join us for the Annual Grower Seminar, Tradeshow and Barbecue on Friday, June 3, 2011, at the SRJC Shone Farm's Dutton Pavilion in Forestville. This event is open to all who are involved or interested in the wine community. There will be a nominal fee to attend which includes lunch. Online registration will be available by the end of April at <http://www.sonomawinegrape.org/bbq>. Watch for updates via eblast announcements. We hope to see you there!

For information to participate in the tradeshow, contact Ginger at 707-522-5864 or info@sonomawinegrape.org. For general event or registration information, contact Karen at 707-522-5862 or ipm@sonomawinegrape.org.

Up Close continued from page 11

What's the winery called and what wines do you make?

Munselle Vineyards. We currently have released a Chardonnay, a Cabernet Sauvignon and a limited production Zinfandel.

Third Annual Sonoma Summit

37 Top US and Canadian Wine Pros Visit Sonoma County For Extensive Tastings and Education

By Larry Levine



Sonoma Summit guests enjoy a Russian River Valley/Sonoma Coast Pinot Noir comparison tasting at DeLoach Vineyards.

The third annual **Sonoma Summit**, November 8-10, included 37 of the North America's top wine professionals that visited Sonoma County for a two and a half day immersion into the best of the region's wine, food, vintners and grape growers. Sponsored by Sonoma County Winegrape Commission and Sonoma County Vintners, Sonoma Summit was led by Evan Goldstein, master sommelier and managed by his consulting firm, Full Circle Wine Solutions.

In just over two days, the group traveled to the Russian River Valley, Sonoma Valley, Chalk Hill and Alexander Valley, attended seven tasting seminars hosted by seven wineries, and experienced 87 of Sonoma County's top wines. More than 75 vintners and growers participated and engaged in thought-provoking discussions about winemaking and viticulture in Sonoma County, wine styles, Sonoma County AVAs, and trends in the marketplace.

New this year was a follow-up sales sheet where the buyers were able to request follow-up information about wines they tasted for future purchases. From this, 277 sales leads were generated and this represented 75 percent of the wines served.

In spite of the break-neck pace of the Sonoma Summit, attendees found time to participate in the "Iron Sommelier Challenge" hosted at Kendall-Jackson Wine Center, which involved a heated competition among four teams to each create three appetizers using a well-stocked pantry of ingredients that would pair well with

the three Sonoma County wines assigned to each team.

All Summit seminars and events were hosted at wineries including **Francis Ford Coppola, St. Francis, Seghesio, MacMurray Ranch, Kendall-Jackson, DeLoach and Chalk Hill Winery.** The Sonoma Hilton was the host hotel.

"We believe that it's very important to have as many top sommeliers and retail wine buyers visit our area as possible," said Nick Frey, SCWC president. "They then go to their own markets with enthusiasm and more knowledge about Sonoma County and the great wines produced here, which they can share with their customers."

The fourth annual Sonoma Summit is already in the planning stages for November, 2011.

Meetings Set for 2011 Small Grower & Winemaker Group

By Karen Thomas



Don Chase (left) and Audra Cooper address a meeting about selling and marketing grapes.

The Small Grower & Winemaker Group meets on the first Thursday of each month at the Sonoma County Winegrape Commission office. The 2-hour session covers a broad range of topics targeted to growers with less than 15 acres of grapes. The next session on May 5, will be on Vine Health and presented by **Geoff Hale** and **Mark Greenspan**. There is no charge to attend for Sonoma or Marin county grape growers or winemakers. Space is limited and reservations are requested.

For information, contact Karen at 522-5862 or ipm@sonomawinegrape.org. Small Grower meetings are listed on the SCWC website calendar at: www.sonomawinegrape.org/events/calendar.

Marketing Sonoma County Grapes and Bulk Wine

By Ginger Baker



Growers and buyers break bread together at December lunch.

The Sonoma County Winegrape Commission hosted a Grape Buyer Appreciation lunch on December 10, 2010, at the Kenwood Depot. The goals of these lunches is to build relationships and facilitate networking between growers and wineries and ultimately increase demand for Sonoma County grapes. Lunches are held in different AVAs and match an equal number of Sonoma County growers and winery representatives.

A total of 43 growers and winery representatives participated. Nick Frey presented information on grape acres in Sonoma County by variety and market research on consumer awareness and perception of Sonoma County and its wines. Ginger Baker encouraged buyers to sign up for email notifications for new listings on the Grape Marketplace and to utilize the grapes wanted section. She also provided a survey to receive feedback from wineries to improve the Grape Marketplace.

The commission will continue to host luncheons for our grape buyers throughout the year. Our next luncheon is scheduled for April 15, 2011. If growers are interested in participating in future events, please contact Ginger at 707-522-5864.

In addition, SCWC participated at the Unified Symposium in Sacramento in January by hosting a booth. Winery visitors

stopped by the SCWC booth and were impressed with information available on the Grape Marketplace and WineMap. It also provided an opportunity to talk with local growers and gain their feedback on the Commission's work. SCWC also participated at the Wineries Unlimited Tradeshow in Richmond, VA, March 29 – April 1. SCWC had a booth at the tradeshow showcasing the Grape Marketplace. Our banner slogan was "Great Grapes make Great Wines - Buy Sonoma County Bulk Wine & Grapes." Nick Frey spoke on a panel discussing "Reasons Why Winegrowers and Wineries Should Join Their Respective Professional Association."

Sonoma County winegrapes are also promoted in trade magazine advertisements, in both print and on-line, and through direct mail to California wineries. We will continue to promote the Grape Marketplace on the Commission website as the resource for accessing Sonoma County grapes and bulk wine for sale. If you have grapes and/or bulk wine for sale and have not listed them on the website, it's to your advantage to do so. Call Ginger for assistance in logging onto the Grape Marketplace to post your grapes for sale, to manage your grape listing or to draw your vineyard on the WineMap. Ginger may be contacted at 707-522-5864 or ginger@sonomawinegrape.org.

Partner Profile

Kenneth J. Fischang, CHME, CMP

By Tina Luster

Sonoma County Tourism Bureau



President/CEO of Sonoma County Tourism Bureau Kenneth J. Fischang, *Certified Hospitality Marketing Executive* and *Certified Meeting Professional*, believes the success of the hospitality industry can be boiled down to this: The power of many in one.

That philosophy drives his leadership within the Bureau, the hospitality industry, and local communities within Sonoma County.

A strong example of the power of many in one is seen within the three organizations that share an office. Ken, Nick Frey, president of Sonoma County Winegrape Commission, and Honore Comfort, executive director of Sonoma County Vintners, work together to create a consistent message that this region is a premier overnight wine and food destination offering guests unique and diverse experiences.

Partner Profile continued on page 15

Partner Profile continued from page 14

Ken first discovered his love for the hospitality industry and set his career path at a young age. He attended Purdue University where he majored in tourism, restaurant and hotel management, and foreign language.

Ken's hotel career continued with Hyatt Hotels in Chicago, Lincolnwood, Long Beach, and San Francisco. He then transitioned from a large corporate hotel company to independents and held director positions at Palm Springs' two largest resort hotels.

This led Ken to the pre-opening team for the new Palm Springs Convention Center, where he spent 12 years honing his craft and did citywide convention center sales working all state and national sales markets for Palm Springs.

The Pasadena Convention and Visitors Bureau in Los Angeles was Ken's springboard to Michigan, where he led the Kalamazoo County Convention and Visitors Bureau and also served as vice president of tourism and marketing for the Kalamazoo Regional Chamber of Commerce, an organization of more than 3,000 members.

Ken has served additional leadership roles for industry organizations including the Professional Convention Management Association Southern Pacific Chapter board of directors, Meeting Professionals International Chicago Area Chapter, the St. Louis Society of Association Executives and the Association Forum of Chicagoland.

Ken currently sits on the Destination Marketing Association International board of directors and the Santa Rosa Chamber of Commerce board of directors.

European Moth continued from page 4

generations with materials referenced by UCCE. Mating disruption is also included in the 2011 program.

The EGVM Grower Outreach Coordinator, Shelly Mochizuki, is working with vineyard owner/operators and providing information on EGVM finds and life stages, and the timing, method/materials, and areas to treat. The Outreach Coordinator will provide information at various meetings, and if your vineyard is located within 500 meters of a find, Shelly Mochizuki will contact you with current details. Additional information on treatments and upcoming meetings can also be found through the Ag Commissioner's website.

Grapes other than in commercial vineyards are also included in the program. In residential areas the removal of flower clusters or fruit is a central option.

Grower Assistance funding for control of EGVM is being sought and is expected to become available through the Natural

Resources Conservation Service (NRCS). Applications for assistance can be submitted now rather than waiting. Interested growers should contact Felicia Hanley of the NRCS Petaluma Office, at 707-794-1242 extension 125, for details.

Restrictions on the Movement of Grapes, etc.

If you are a grape grower with vineyards within the quarantine area or a winery, and have not been issued a compliance agreement, **please call our office now**. Compliance agreements are required in order to move grapes, nursery stock or green waste of host material, and equipment used in the growing, harvesting, hauling and processing of host material within or from, the EGVM quarantine area. Compliance agreements are valid for the life of the quarantine.

County staff will also be conducting inspections during the harvest to ensure that quarantine regulations are being followed to stop the spread of EGVM.

Shipments of grapes leaving the EGVM quarantine area may need to be inspected. If you will be shipping out of the quarantine area, it is important that you **call our office as soon as possible** to ensure you are meeting the requirements.

Additional details on EGVM can be found on the Ag Commissioner's website at www.sonoma-county.org/agcomm/european_gv_moth.htm. To stay current, please sign up for 'eSubscribe' at www.sonoma-county.org/agcomm to receive notification of updates posted on our website.

*Growers Update continued from page 5***Winegrape Day at the Capital**

On March 2nd, more than 40 winegrape growers converged on the state Capitol to meet with legislators and their staff. Growers visited 43 offices to discuss the continued need to exclude and respond to invasive plant pest and disease threats, express opposition to card check legislation that would allow labor unions to harass farmworkers, and describe progress made by California winegrowers on sustainability.

2011 PCA Breakfast Meetings

By Karen Thomas

Growers and vineyard employees making vineyard pest management decisions are invited to attend the monthly PCA Breakfast Meetings. They are held the first Tuesday of each month at Omelette Express in Windsor.

Laura Breyer of Breyer's Vineyard IPM Service leads the discussion on current pest and disease pressures and management strategies. PCA, Qal, or PA will receive 1.5 hours of CEU.

The 2011 meetings are listed at www.sonomawinegrape.org/event.



3637 Westwind Blvd.
Santa Rosa, CA 95403

Platinum Commission Sponsors:



APRIL 2011 – JULY 2011

Sonoma County Winegrape Commission Calendar

Please check the calendar at www.SonomaWineGrape.org/event for a complete listing of events

- Apr 16 EDP Workshop – Viticulture/Vine Balance Session, 8:30 am, Shone Farm
- Apr 27 Organic Producers Group Meeting – Preston Winery, 9:30 am – RSVP required
- Apr 27 Plastic Pesticide Container Recycling Day – 9:00-3:00 pm, Healdsburg Corporation Yard
- May 3 PCA Breakfast Meeting – 7:00-8:30 am, Omelette Express, Windsor
- May 5 Small Grower & Winemaker Meeting – 1:00-3:00 pm, Vine Health/Nutrition, SCWC
- May 10-12 IPM Appellation Meetings – see website calendar for list of locations
- May 14 EDP Workshop in Spanish – Pest & Predator Mgt & Monitoring, 8:30 am, Ag Comm's office & in-field
- May 18 Smart Marketer Seminar – Managing Vineyard Costs with Winery/Winemakers, 3:45-6:00 pm, Hilton
- May 25 Organic Producers Group Meeting – Brereton Vineyard, 10:00 am – RSVP required
- Jun 3 Grower Seminar, Tradeshow & Barbecue – 8:00 am – lunch, Shone Farm, Forestville – RSVP required
- Jun 7 PCA Breakfast Meeting – 7:00-8:30 am, Omelette Express, Windsor
- Jun 14-16 IPM Appellation Meetings – see website calendar for list of locations
- Jun 22 Organic Producers Group Meeting – McEvoy Ranch, 10:00 am – RSVP required
- Jul 5 PCA Breakfast Meeting – 7:00-8:30 am, Omelette Express, Windsor
- Jul 7 Small Grower & Winemaker Meeting – 1:00-3:00 pm, Technical Know-How/Practical Experience, SCWC
- Jul 9 EDP Workshop in Spanish – Water Management, 8:30 am, Healdsburg Library
- Jul 12-14 IPM Appellation Meetings – see website calendar for list of locations
- Jul 23 EDP Workshop in Spanish – Crop Estimation/Management, 8:30 am, Shone Farm
- Jul 27 Organic Producers Group Meeting – Martorana Winery, 10:00 am – RSVP required