



LODI GROWER

Newsletter

FALL 2016 lodigrowers.com

2545 W. TURNER RD. LODI, CA 95242 • 209.367.4727

Dear Lodi Winegrowing Community,



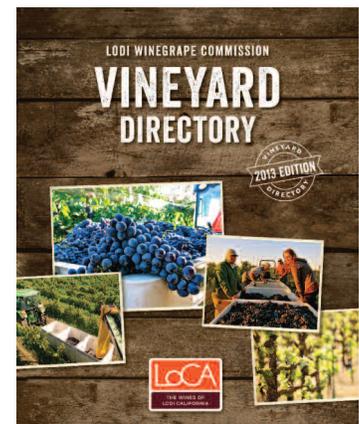
Happy Harvest! Great news - our grower newsletters are back in action! As most of you know, I began working as your new Grower Program Coordinator in August, filling Matthew Hoffman's former role. As the Commission was without a person in this position for over nine months, it's been quite busy catching up on the many projects going on at the LWC, like planning Tailgate Talks and putting together the Vineyard Supplier Directory, 2017 edition. Eager to meet growers, Stuart put me to work before my official start day and let me help with the highly successful Wine Bloggers Conference - which you can find a great recap of in this newsletter by your talented Marketing Coordinator, Jenny Heitman. You'll also find information on how to register your pre-1966 vineyard with the Historic Vineyard Society, and a truly wonderful rootstock selection chart shared by the esteemed Stan Grant, a very dedicated Committee Member. Soon, we'll be rolling out a comprehensive rootstock survey to further aide in Crush District 11 rootstock selection! Besides planning educational outreach programs and research projects, we've been busy planning our 25th Anniversary event, to be held at Hutchins Street Square on Wednesday, November 16th. This party also celebrates the 30th Anniversary of the Lodi Appellation and gives the winegrowing community a chance to meet your new staff, like myself and the new Executive Director, Wendy Brannen. In this newsletter, you'll find proof that Camron King hasn't forgotten us either.

Congrats on a super 2016 Harvest!

All the best,
STEPHANIE BOLTON, PhD
 Grower Newsletter Editor

2017 VINEYARD SUPPLIER DIRECTORY

The updated 2017 edition of the Vineyard Supplier Directory is coming out this Spring! The Directory is only as beneficial as we make it to be, so if you work with a supplier who provides reliable, quality service in the Lodi area, please encourage them to contact stephanie@lodiwine.com or 209.367.4727 by December 31st to be included in this printing. The Directory hasn't been published since 2013, so it's likely that many suppliers need updated information. You can access the 2013 Directory, listed under *Vineyard Supplier Directory* here: lodigrowers.com/marketplace/directory/. A request for information will be sent to suppliers on our mailing list this fall.



Research in the Vines BY STEPHANIE BOLTON

The Lodi winegrowing community's commitment to viticulture research is incredible - I haven't met a grower yet who doesn't have some sort of vineyard trial or experiment being conducted on their property! I've really enjoyed the in-depth truck talks about precision viticulture, soil science, mechanization, rootstock selection, disease issues, Movento, cover crops, and mealybug biocontrol that I've been having with many of you. A big part of my role at the LWC is to learn about your individual needs and experiences as you investigate new viticultural tools, to connect you with the expert resources you need to make your vineyard operations the BEST they can be, and to connect our community with the knowledge gained from these individual experiences to improve grape growing in our region. To that end, the more I know about the trials you have going on, the better! Please contact me to schedule a vineyard visit where we can talk about your on-site research, 209.367.4727 or stephanie@lodiwine.com.

Western SARE (Sustainable Agriculture Research & Education) grants are open for proposals, due December 7th. More information can be found here: westernsare.org. These grants involve conducting research projects leading to at least one aspect of more sustainable agriculture (economically viable, environmentally sound, and/or socially responsible). If you are interested in applying for a grant, I am happy to serve as the required "Technical Advisor" or "Agricultural Professional" needed on applications as long as you contact me asap to start the planning and application process. One project idea we are looking into is the creation of an insectary to grow and harvest our local, effective wasp predator *Anagyrus pseudococci* used for mealybug biocontrol.



Digging up a grapevine for laboratory testing.

VITICULTURE MYSTERY:

We have a vine collapse mystery going on in Lodi. Vines over a small affected area appear healthy, put out a crop of good looking fruit, and then die fairly rapidly as harvest approaches. The symptoms are similar to Eutypa dieback, but vine death is more rapid and without cankers.

The clues so far:

- vine age is usually between 15-25 years
- vines are usually planted on Freedom rootstock (which is not necessarily a factor since that was the common rootstock of that time period)
- occurs across different soil types, grape varieties, and trellising systems
- small areas declining at a rapid pace in at least 10 vineyards scattered across Lodi
- affected vineyard areas have been growing in size over the past 4-5 years
- not all vines in the area are affected at the same time (over years, you notice the total affected area as there are usually replanted vines surrounding the current year's victims)
- may be related to poor drainage caused by a hardpan and *Phytophthora*

Luckily, Paul Verdegaal and local PCAs have been meeting with experts and are putting together a task force to study this mystery. So far, this task force includes Dr. Kendra Baumgartner and her student Albre Brown, Stan Grant, and others. If you've experienced these symptoms, please get in touch with Paul so that we can all beat this problem before it becomes a bigger issue: psverdegaal@ucanr.edu.

TAILGATE TALK: HIGH CORDON TRELLISING



Over 60 members of our community gathered around a Kautz Farms vineyard on the morning of September 20th to learn more about high cordon trellising. Our host Joe Valente encouraged growers to support local viticulture by setting aside on-farm research plots, and Paul Verdegaal shared his experiences with high cordon trellising systems. Attendees looked at Cabernet Sauvignon grapes from each of the four replicated trellising systems in the trial, along with Brix/TA/pH, yield, and cluster data from the past three years. The handout from the talk is posted on lodigrowers.com under Education – Videos, Presentations, and Handouts. As there is a lot of interest in this topic, we will explore mechanization

issues further with a series of discussion panel tailgate talks in 2017. Many growers stated that they either have some acres planted to high cordon trellising now or are planning on using it soon.

Camron King Reflects on Lodi



Camron King is missed by many people in Lodi as he carried on the legacy of strong, personable leaders holding the Executive Director title at the LWC. People really enjoyed Camron's friendly personality and the appreciation he showed for the hard work and commitment of our winegrowing community. Here, Camron reflects on his time at the Commission.

From Camron King: Stephanie was kind enough to ask that I write a brief piece reflecting on my time in Lodi and I truly appreciate the opportunity to do so. It's hard to believe that it has already been five months since I left my position at the Commission.

While my time in Lodi was much shorter than I had ever anticipated, it was an incredibly fulfilling, educational, and thrilling experience. I am humbled and honored to have had the opportunity to work with the growers and vintners of the Lodi region and the amazing staff who are deeply committed to the success and promotion of it all. I had been attracted to the opportunity to work with the Commission from my experiences and work at CAWG and the recognition that Lodi is a leader in the winegrape and wine industry. Having the good fortune to work with all of you further solidified that perspective and I expect nothing but the same going into the future.

Lodi is a unique blend of tradition, heritage, innovation, and forward-thinking that is expressed in the vineyards, wines and the people who live and work in the region. I hope that this defining blend is one that does not change as the region continues to grow in the well-deserved respect and recognition that has only just begun to be bestowed upon you all. Your hard work and vision is most certainly paying off and I applaud all that you have achieved to date and will continue to applaud you well into the future. I want to thank you for allowing me to be a small part of recent successes and I want you to know that you will always have a fan and supporter in me!

In the end, I look back on my time in Lodi with great fondness and yet, as strange as it sounds, feel like I have not left. In addition to the entire grape industry, I plan on working for the betterment of Lodi and I am truly fortunate to not only have simply had the chance to work with you and the many great people in the region, but also to have developed amazing friendships along the way. Thank you for all that you have given to me in experience, growth and friendship. I would very much like to keep in touch with all of you. Please feel free to email or call anytime! My phone number is 916.446.3900. I wish all of you continued success!

I am humbled and honored to have had the opportunity to work with the growers and vintners of the Lodi region and the amazing staff who are deeply committed to the success and promotion of it all.

THE LODI GRAPE FESTIVAL



The unique Grape Festival is an excellent place to showcase our many grape varieties! The Grape Festival promotes local agriculture products and offers diverse forms of agriculture education to thousands of visitors. Plan to participate in September 2017!

2016 Wine Bloggers Conference (#WBC16) a Big Success

BY JENNY HEITMAN, MARKETING AND COMMUNICATIONS COORDINATOR, LWC

Immediately, you are either thinking: “What the heck is a wine blogger and what is (or was) the Wine Bloggers Conference?” or “That was one incredible experience. Can we do it again?” If you’re of the first school of thought, let us provide you with a quick backgrounder on both the professional wine blogger and the conference. Simply put: A wine blogger is a wine enthusiast (a notable amount of who are credentialed as sommeliers or educators) who writes articles or “posts” about some aspect of wine which is of genuine interest to them. These articles or “posts” are generally self-published to a personal website or “blog.” Most wine bloggers are unpaid and are not writers first; meaning, that writing is more of a hobby and/or a passion for them. In our past experience, we’ve met teachers, lobbyists, physicists, and one tax attorney, among other professionals, who are also bloggers.

And the Wine Bloggers Conference? Well, the annual Wine Bloggers Conference is the preeminent gathering of said wine bloggers, and August 10-14, nearly 300 of them descended upon Lodi for five full days of vineyard tours, educational sessions, networking, and – of course – wine tasting. And they didn’t just venture to our region from locations within a 100-mile radius; no siree. Bloggers journeyed from a total of 27 states and five foreign countries to stand in our vineyards, learn from our winegrowers, and taste our region’s terroir from a wineglass.

If you’re wondering what relevance a wine blogger (or 300, for that matter) has on our region, well, in today’s winescape, the wine blogger is an established part of the media; influential to both trade and consumers who are not making their decisions to purchase wines based on flashy paid advertisements but who are making their decisions based on recommendations from trusted friends, family, and colleagues. This is where the wine blogger comes in: Minus a hidden agenda i.e. a paycheck, an engaged wine blogger becomes a trustworthy advocate – a cheerleader, if you will – for a winegrower, a wine, a brand, and a region, telling the stories of those people and places to all who will listen. And that is incredibly valuable.

Many of you were able to participate in one or more aspects of the conference, providing helping hands and donating your valuable time, resources and – in many cases – your wines. They say it takes a village. In our cases, it took a region – a community of proud winegrowers and industry professionals – to pull off what is being viewed by the media, trade, and our peers as a gigantic success. And after one pre- and one post-conference tour, one opening reception and one closing dinner, two educational panel seminars, 18 individually-hosted winery dinners, and countless hours of hand-washing spit buckets (247), setting and removing wineglasses (3,000) and table linens (262), and hauling 20-pound bags of ice (104), the dust has settled and – as a region – we can say “it was all worth it.” In addition to thousands of mentions on social media platforms such as Facebook, Twitter and Instagram,



TOP: Markus Bokisch gives bloggers a viticulture lesson on one of many pre-conference vineyard excursions.

BOTTOM: Kyle Lerner of Harney Lane invites bloggers for a sunset harvest ride under the moon, for many a first and memorable experience!

“I was WOW’d over and over by the quality of the wines and the passion of the winegrowers”

- CATHERINE O'BRIEN, PURSUING PINOT

more than 80 “blogs” praising Lodi’s winegrowers, wines, vineyards and wineries have been published to date. That’s an average of one blog post per day.

Yes; you can say that we believe this conference went well. But you don’t have to take our word for it. Instead, you can take the words of several wine bloggers who attended this year’s conference in Lodi:



Bloggers journeyed from 27 states and 5 foreign countries to stand in our vineyards, learn from our winegrowers, and taste our region's terroir from a wineglass.



"I am still amazed by how much time we [bloggers] were given, considering that harvesting was underway. I have not wiped the loam off my Bass boat shoes that carried me in the vineyards. They are a constant reminder of how much I learned about Lodi terroir." Jerry Clark, Provence WineZine



"I arrived in Lodi with a preconceived notion - viz., Lodi as the Rodney Dangerfield of California Wine Regions, home of over-ripe Zin and little more. I was wrong. Very wrong. Lodi is the Tony Bennett of California wine regions - a legend. And like any legend, Lodi just gets better with age, like its vines. I get it now. I understand why Wine Enthusiast Magazine deemed Lodi 2015 Wine Region of the Year. Lodi demands respect. It has mine." L.M. Archer, binNotes/redThread



"My first trip to the Lodi AVA was for #WBC16. I didn't know what to expect, but I knew Lodi would surprise me. And from the start... I was surprised. We met some of the nicest, most talented, and down-to-earth grape farmers and winemakers who are doing tremendous work." Jim van Bergen, JvB Uncorked

"I was so humbled to learn that it was the Lodi Wine Commission who did all the unglamorous work of cleaning dirty wine glasses and serving the main dinner. None of us [wine bloggers] expected that kind of care." Austin Beeman, Understanding Wine with Austin Beeman

"THANK YOU! Truly 'thank you' for putting on a wonderful event! Your love for the region shown through everything you did. And thanks for hosting us during the beginning of harvest." Jamie Gall, Minnesota Girl In The Real World

"[The Lodi Wine] team are ROCKSTARS. Talk about exceeding expectations. All of us bloggers now have such an incredible opinion of Lodi because of each of you. The people we met - [LWC staff], the growers, winemakers, tasting room staff, etc. - were all incredible. What a warm and welcoming week it was. Bravo and hats off to you!" Brianne Cohen, SOMMspirations

A sincere thank you goes to the countless members of our community who came together to support the conference this past August. Congratulations on a BIG SUCCESS!



130-year old grapevine at Bechthold Vineyard on harvest day. Such a beauty!

HAVE ANY PRE-1966 GRAPEVINES IN PRODUCTION?

Historic grapevines are a Lodi trademark that sommeliers around the world literally drool over (seriously). Don't keep these international treasures a secret! Please read the information below to have your grapevines added to the Historic Vineyard Society's coveted list (...added bonus: it's FREE to be included). By registering your historic vineyards, you help to increase the perceived value of Lodi winegrapes in the world market!

From Emily Rasmussen, Administrator for HVS:

HVS (Historic Vineyard Society) is a non-profit, 501 C-3 organization dedicated to the preservation of California's oldest vineyards. HVS's mission is accomplished through educating the wine-drinking public on the very special nature of this precious and depleting state, national and global resource. The HVS Vineyard Registry serves as a comprehensive, fact-based directory of California's Heritage Vineyards. To learn more and to register your qualifying Lodi vineyards, visit historicvineyardsociety.org, or if you don't have the Internet, visit the Commission for help.

Vineyard criteria:

- A currently producing California winegrape vineyard
- Original planting date no later than 1966
- At least 1/3 of existing producing vines can be traced back to original planting date

Selecting a Rootstock

BY STAN GRANT,
VITICULTURIST AT PROGRESSIVE VITICULTURE

This article is condensed from the version posted online at lodigrowers.com

For over 130 years, rootstocks have been available to protect grapevines from soilborne pests. From the beginning, rootstocks have displayed varying influences on the composite grapevine created by grafting. These include influences on grapevine growth, fruit yield, and other viticulturally important vine attributes.

In spite of the long history of rootstock use and research, selecting a rootstock remains a dubious business due to uncertainty about rootstock influences for any specific vineyard situation. At the same time, the implications of a rootstock selection for a vineyard enterprise are profound, as they include long-term impacts on productivity, efficiency, and profitability. We will examine important considerations in the rootstock selection process.

Soilborne Pest Resistance

The primary purpose of rootstocks is protection from soilborne pests. So, logically, this is the first consideration in rootstock selection. Almost all commercially available rootstocks have sound resistance for Phylloxera, the common insect pest in vineyard soils.

Many soils also harbor plant parasitic nematodes. To date, no rootstock can tolerate all types of nematodes and only a few rootstocks can tolerate most. These include Freedom, RS-3, and RS-9. Where root-knot nematode (the most common endoparasite) populations are high, Dogridge and Salt Creek are additional rootstock options. The rootstocks 5BB, SO4, and Schwarzmann, due to their moderate resistance, are suitable for many soils supporting only free-living nematodes.

Over time, soilborne pests adapt to resistance mechanisms in rootstocks, which reside in the rootstock's genes. For this reason, when replanting a vineyard site, it is best to choose a rootstock with a different and new genetic composition (Tables 1 and 2) than the previous rootstock. For instance, if you plan to replant a vineyard that is currently on 101-14, then you would avoid 3309 or Schwarzmann as replacement rootstocks because they are hybrids with similar parentage to 101-14.

Influence on Grapevine Growth Vigor and Capacity

Usually, the influence of rootstocks on grapevine growth vigor and mature vine size is the second consideration when selecting a rootstock. On deep, well-drained and fertile soils, vines on most rootstocks are more vigorous and larger than ungrafted vines. And a few rootstocks, like Dogridge and Salt Creek, are extremely invigorating. There are, however, some rootstocks that are devigorating, including 420A, Schwarzmann, and 161-49C. On deep and fertile soils, these rootstocks are a good match for highly vigorous varieties, like Syrah, Sauvignon blanc, and Chenin blanc.



Table 1. Phylloxera Replant Rootstock Groups (1)

Replant Group	Group A	Group B	Group C	Group D	Group E
Parentage	<i>V. berlandieri</i> x <i>V. riparia</i>	<i>V. berlandieri</i> x <i>V. rupestris</i>	<i>V. Riparia</i> x <i>V. rupestris</i>	Selections or other hybrids	<i>V. Champinii</i>
	SO4	99R	3309	St. George	Ramsey
	5BB	110R	101-14	Riparia Gloire	Dogridge
	5C	140R	Schwarzmann	1616C	
	125AA	1103P		44-53	
	420A			Freedom	
				Harmony	

1. Before replanting a *Phylloxera* infested vineyard, select a rootstock from a group that is different than the group to which the rootstock currently in your vineyard belongs.

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Table 2. Root Knot Nematode Replant Rootstock Groups (1)

Replant Group	Group E	Group F	Group G	Group H	Others
Parentage	<i>V. Champinii</i>	1613 x <i>V. champinii</i> (DR)	<i>V. champinii</i> (R) x Schwarzmann	<i>V. Champinii</i> with other species	Other complex hybrids
	Ramsey	Freedom	RS-3	Kingfisher	Matador
	Dogridge	Harmony	RS-9	GRN-2	Minotaur
				GRN-3	GRN-1
				GRN-4	

1. Before replanting a root knot nematode infested vineyard, select a rootstock from a group that is different than the group to which the rootstock currently in your vineyard belongs.

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Table 3. Rootstock Influences on Grapevine Growth Vigor

	Very High	High	Moderate High	Moderate	Moderate Low
Ramsey		125AA	SO4	1613	420A
Dogridge		140R	5BB	1616C	Schwarzmann
		Freedom	5C	RS-9	R. Gloire
		RS-3	99R		
			110R		
			1103P		
			3309		
			101-14		
			St. George		

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Influence on Grapevine Growth Vigor and Capacity

Usually, the influence of rootstocks on grapevine growth vigor and mature vine size is the second consideration when selecting a rootstock (Table 3). On deep, well-drained and fertile soils, vines on most rootstocks are more vigorous and larger than ungrafted vines. And a few rootstocks, like Dogridge and Salt Creek, are extremely invigorating. There are, however, some rootstocks that are somewhat devigorating, including 420A, Schwarzmann, and 161-49C. On deep and fertile soils, these rootstocks are a good match for highly vigorous varieties, like Syrah, Sauvignon blanc, and Chenin blanc. They are also the most appropriate rootstocks for high-density plantings.

Tolerance of Soil Limitations

Some rootstocks offer a degree of drought tolerance (St. George, 99R, 110R, 140R, 1103P, 5BB) while others provide some tolerance of waterlogged soils (1616C, Schwarzmann). Similarly, some rootstocks are better adapted to acid soils (99R, 110R, 140R) while others are more adapted to alkaline soils (41B, 420A, 5BB). Still others are better adapted to specific soil chemical conditions, such as high sodium (Salt Creek, Schwarzmann), high chloride (Salt Creek, Schwarzmann, 99R), high salinity (1616C, Salt Creek, Dogridge), and serpentine (779P, St. George, Harmony).

Scion x Rootstock Interactions

Among rootstock selection considerations, the scion variety grafted on top of a rootstock is just as important as the soil below a rootstock. In fact, the scion variety usually has a greater influence on the composite vine than the rootstock. Apparently, the carbohydrates and hormones produced in the top of vines are more important to overall vine function than the mineral nutrients taken up and the hormones synthesized in the bottom of vines. As a consequence, experiences with a specific rootstock may not be transferable from one variety to another.

Viruses

The virus status of the scion variety and clone is the final consideration in rootstock selection. When using non-CFDA certified clones or clones of uncertain virus status, avoid 3309, Freedom, and 5BB. Vines on these rootstocks commonly display more severe disease symptoms than vines on other rootstocks. Of course, using only CFDA certified plant materials, which greatly decreases the risk of harmful virus diseases, is always the most prudent option.

Conclusions

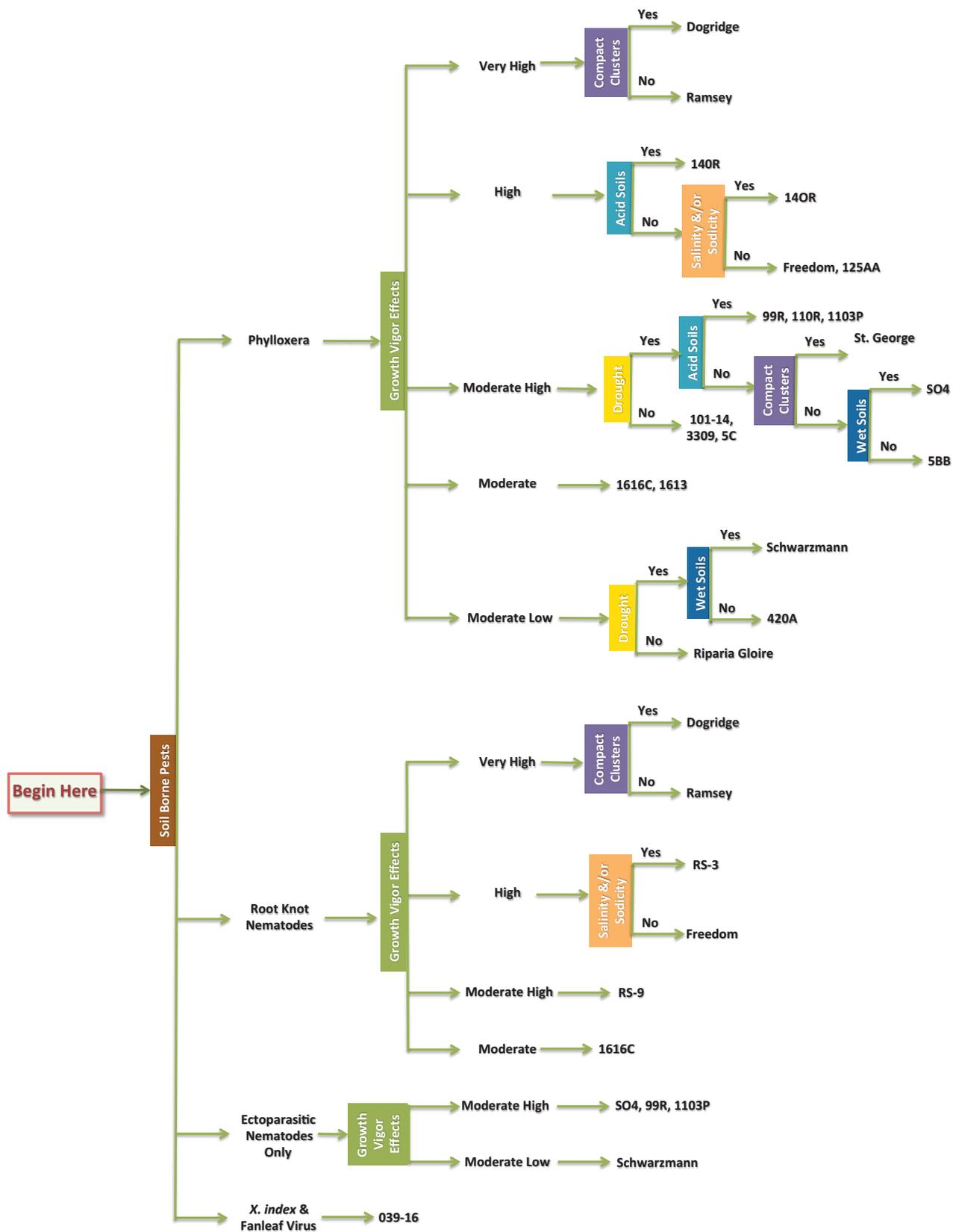
In summary, select rootstocks based on soil pests, other soil limitations, and the scion variety and clone (see Rootstock Selection Chart on following page). Several less known, but commercially available rootstocks, were not mentioned in this article. Our lack of knowledge about them represents lost opportunities to further fine-tune our rootstock selection options for the best possible match with our scion variety, soil, and vineyard management objectives. After over 130 years, the need for rootstock research is still with us.

This article was originally published in the Mid Valley Agricultural Services October 2009 newsletter. Article was updated on 10.4.16.

Selecting a rootstock remains a dubious business due to uncertainty about rootstock influences for any specific vineyard situation.

ROOTSTOCK SELECTION CHART (1,2)

(Assumes all plant materials are CDFA certified)



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1. This chart includes only rootstocks traditionally used in California. There are other rootstocks that have been used elsewhere in the world and are available in California that have yet to be tested. These include 775P, 779P, 5A, 8B, 161-49C, 225R, 41B, 1045P, 171-6, and K51-32.
 2. This chart represents the best information and experience available at the time of its compilation.

Lodi Rules for Sustainable Winegrowing Program Continues to Get Attention

"If you're not progressing, you're regressing" - one interpretation of sustainability.

At the time of printing, we now have 36,522.97 acres certified sustainable under Lodi Rules. Congratulations! As our region continues to win awards and earn nationwide public attention, the Lodi Rules program stands out as a main reason why. When Kevin Phillips of Michael David Winery told an audience of 300 wine bloggers that he pays growers a premium price for certified sustainable winegrapes, there was applause in the room. If a \$50/ton premium is spread out over the approximately 720 bottles of wine produced, the extra cost is only 7 cents per bottle to use third-party certified sustainable winegrapes! Touring companies are now seeking out sustainable producers for vineyard and winery tours, not only for the public but also for head executives of other commodities, and the LWC fields many inquiries about Lodi Rules program participation. Academics continue to create reports and publish journal articles comparing

When Kevin Phillips of Michael David Winery told an audience of 300 wine bloggers that he pays growers a premium price for certified sustainable winegrapes, there was applause in the room.

sustainability certification programs worldwide, and they are asking for very detailed information such as whether criteria are assessed against known thresholds or audited levels of improvement. In all areas, the Lodi Rules program stands out as a solid, rigorous, highly regarded sustainability certification program that propels our region into a progressive future in terms of business development, environmental

awareness, and social responsibility. In fact, Lodi Rules is credited by scholars as the first sustainable winegrowing program, started in 1992. If you are interested in adding your vineyard to the Lodi Rules Sustainable Winegrowing Program for the 2017 vintage, please call 209.367.4727 or email stephanie@lodiwine.com. Applications are due in early February. "In an increasingly consumer-conscious market, the Lodi Rules program gives growers a marketing advantage as well as an opportunity to highlight many of the sustainable practices that have been ongoing here for generations. As other sustainability programs begin to surface, it is becoming more and more clear to both gatekeepers and academics alike just how authentic and rigorous our certification program truly is. The time and energy spent by the growers of Lodi and the LWC to perfect the Lodi Rules for Sustainability is a testament to the commitment of the people of our district to be the most progressive and sustainable winegrowing region in the world. I truly believe that sustainability is the key to future success in this industry, and I am proud to say that the Lodi Rules for Sustainable Winegrowing will help us accomplish just that."

- Aaron Shinn, Lodi Rules Committee Chair and Grower



Amador Barn Owl Box Co.

TIMELY TIP: BARN OWL BOXES

Post-harvest is a great time to maintain your barn owl nesting boxes! Replace old or broken boxes, add new boxes, and clean out nests if only adult birds are present. Much like teenagers, the owls don't clean out their own nests (which they create from regurgitated pellets), so you need to remove their nests and replace them with pine, fir, or hardwood mulch (avoid cedar and straw) every 1-2 years. Be sure to wear a mask and gloves and leave nests undisturbed if babies or eggs are present.

Don't have owl boxes yet? Barn owls are great at reducing populations of mice, gophers, and voles in the grapevines - one family of barn owls can consume 3,000 rodents per year. They hunt around their boxes, so you want to place one box per 10-25 acres on its own post (not on or near utility poles). Contact us at the LWC for further information.

Congratulations to Lodi Growers!!!

The California Association of Winegrape Growers (CAWG) selected its 2016 Grower of the Year, Jerry and Bruce Fry of Mohr-Fry Ranches.

From CAWG: "The Grower of the Year award is the highest honor given by CAWG. It is bestowed to an individual, family or company that represents an outstanding example of excellence in viticulture and management. The recipient is an efficient and successful producer of quality winegrapes, recognized for innovation and leadership within the industry."

LWC Board Member John Graffigna joins several fellow Lodi growers as he is inducted into the San Joaquin County Agricultural Hall of Fame, a great honor. John Graffigna is a second generation winegrape grower who has been active in many organizations, including LDGGA and the LWC, where he is currently the Budget & Finance Chair.



McManis Family Vineyards was awarded the 2016 California Green Medal Award for Sustainable Winegrowing in Business. This award honors the vineyard and/or winery that best demonstrates smart business through efficiencies, cost savings and innovations from implementing sustainable practices.

Adam Mettler, Director of Winemaking for Michael David Winery and Winemaker at Mettler Family Vineyards, has been chosen as a TOP 40 UNDER 40 TASTEMAKERS 2016 by Wine Enthusiast Magazine. Adam, a fifth-generation grower, also manages about 1500 acres of vineyards - making him intimately connected with both the grape growing and the winemaking sides of the equation.

Michael David Winery was honored as the Winery of the Year at the 2016 Unified Wine & Grape Symposium. The Phillips family has been farming in the Lodi area since the 1860s for six generations and they have over 800 acres of vineyards in Lodi. Their meticulous farming practices and sustainable grape growing produce wines of excellent quality, winning several big awards themselves.

Several brands utilizing quality Lodi grapes were on the 2016 Hot Impact Brand Award List presented at the Wine and Spirits Wholesalers of America (WSWA) Conference. Winning brands must meet the following qualifications to receive the award: three consecutive years of double-digit growth or a 2015 volume increase of at least 15 percent, with special consideration given to top 10 brands that advanced at least 5 percent in 2015 and at least 15 percent since 2012, along with a 250,000 case minimum.

Domestic Wine Category

Bogle Vineyards: Bogle

Constellation Brands: Black Box, Meiomi and The Dreaming Tree

Delicato Family Vineyards: Bota Box and Noble Vines

E. & J. Gallo Winery: Apothic, Barefoot Cellars, Carnivor,

Dark Horse, Liberty Creek and William Hill Estate

Fetzer Vineyards: Bonterra

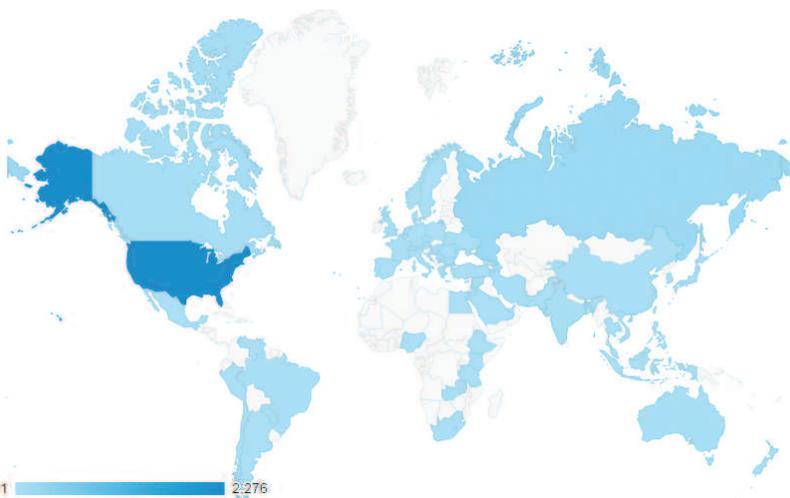
Michael David Winery: Seven Deadly Zins

Pernod Ricard USA: Mumm Napa

Ste. Michelle Wine Estates: 14 Hands

Wente Vineyards: Wente

Since our winegrowing community wins so many prestigious awards, it is not possible to list them all here. What a good problem to have, right?! If you think a major grower award should be included in a future newsletter, kindly send us the details for consideration.



OUR WEBSITE REACHES A WORLDWIDE AUDIENCE

According to Google Analytics data, people all over the world are visiting www.lodigrowers.com! Areas in blue on the map indicate countries where people have visited our website in the past month.

LDGGA Updates BY AMY BLAGG

The Lodi District Grape Growers Association (LDGGA) is a voluntary membership organization that represents winegrape growers in California's Crush District 11. LDGGA serves the political interest of growers in Crush District 11 on local, state, and federal issues. To learn more about LDGGA, visit www.ldgga.org. Below is a selection of current issues impacting growers:

Assembly Bill 1066: Ag Overtime

Governor Jerry Brown recently signed Assembly Bill 1066 by Assemblymember Lorena Gonzalez. AB 1066 will require agricultural employers to pay farmworkers time and half after 8 hours of work in a day and 40 hours in a week. The new overtime pay requirement will phase in over a three-year period beginning in 2019. The phase-in requirement is delayed until 2022 for agricultural employers with 25 or fewer workers. The bill will have a significant impact on both farm employers and employees throughout the State.

Senate Bill 88: Water Diversion Reporting

Senate Bill 88 was signed by Governor Brown in 2015. SB 88 adds measurement and reporting requirements for water diverters. This legislation authorizes the State Water Board to adopt a regulation requiring measurement for water right holders and claimants who divert 10 acre-feet of water or more per year. Those who divert over 1,000 acre-feet must have a measurement device in place by January 1, 2017; those who divert 100 to 999 acre-feet must have the measurement device in place by July 1, 2017. These rules do not apply to farmers who divert water from an irrigation canal that is provided by a water district. Visit www.waterboards.ca.gov for more information.

Pesticide Use Near School Sites & Day Care Facilities

The Department of Pesticide Regulation recently released proposed regulations regarding pesticide use near school sites and child-daycare facilities. As proposed, the regulation would ban growers from making certain pesticide applications near schools or child day care facilities Monday through Friday between 6am and 6pm within a ¼ mile of a school or child day care. Some pesticide applications will be allowed Monday through Friday between 6am and 6pm within a ¼ mile of a school or child day care facility. However, a grower will be required to notify the school or child day care facility and County Agricultural Commissioners in advance of when the application is expected to be made. DPR intends for this regulation to take effect in September 2017. Written comments on this proposal must be received by November 17, 2016. Details are available at www.cdpr.ca.gov.



UPCOMING GROWER WORKSHOP: "Lodi Winegrapes: Negotiations Concepts & Business Strategies for a Profitable Future" with Jim Olson

The Lodi winegrape region is quickly gaining recognition. The art of negotiating grape contracts is crucial to capturing the value of our recent successes.

This workshop will be led by the esteemed and highly successful Jim Olson, Founder and CEO of WestShore Management Group, who just so happens to also be an advocate of Lodi Zinfandel. Jim is a guest lecturer at Stanford University's Graduate School of Business and Executive Education program, where he lectures on leadership, entrepreneurship, and creating and sustaining growth. Jim is also a guest lecturer at the UC Davis Graduate School of Management and was recently named their 2016 Teacher of the Year. In Jim's words, "there is a tremendous opportunity to marry some strategic thinking with solid negotiating skills to help Lodi grape growers to earn the value for their fruit that they deserve." Jim has agreed to host this two-hour workshop for us in Lodi, where the first hour will involve short-term negotiations strategies tailored to the grape industry (contracts, etc.) and the second hour will be an interactive business strategy development for our grape industry as a whole.

Details are being finalized, but save the date as the workshop will be held the morning of Monday, January 9th.



LODI WINEGRAPE COMMISSION Crush District 11
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Important Dates

November 16th – Lodi Winegrape Commission celebrates the 30th Anniversary of the Lodi Appellation, the 25th Anniversary of the Commission, and new staff! 4-6:30 pm for appetizers, wine, and camaraderie at the Hutchins Street Square's Kirst Hall. All are welcome. RSVP (209)367.4727.

December 7th – Western SARE Grant Proposals Due

January 9th – Grape Negotiations and Business Strategies for a Profitable Future with Jim Olson

January 24-26th – Unified Wine & Grape Symposium

February 7th – 65th Annual Grape Day

February 11-12th – Wine & Chocolate

March 2nd – Annual Farm Safety Day

May 19-21st – ZinFest

