

# LODI GROWER

Newsletter

FALL 2017 [lodigrowers.com](http://lodigrowers.com)

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

## Dear Lodi Winegrowing Community,



*Harvesting Zinfandel after the heat wave broke at Mohr-Fry's Marian's Vineyard. Photo: Stuart Spencer*

Happy Harvest! 2017...what a unique, interesting vintage for California and the rest of the Northern Hemisphere. I don't know about you, but we are certainly going to appreciate every single drop of 2017 wine for the many obstacles that were overcome to nurture it from the vine to the glass! You all have an amazing spirit to fight through a challenging year and still come out smiling, with optimism for the next season. That's true leadership at its best!

Leadership is a big focus for the Lodi Winegrape Commission - we're busy growing our educational programs stronger and stronger, taking on a role of educational leadership in California. When guests come to speak at our tailgate talks and see the long rows of trucks lined up, they are continuously amazed at how committed our growers are to expanding their farming knowledge. Lodi growers are incredibly engaged and dedicated to continuous, lifelong learning, which is one of the many reasons why we have a reputation as the best grape growers in the state. Inside this newsletter you'll find a recap of our fun summer events along with several dates for upcoming workshops you won't want to miss!

Premiumization, an educational focus of ours, offers a great opportunity for some growers to break into a new market and you can read more about this topic in an excellent article written by Jeff Bitter, one of Lodi's biggest fans. Read on to find tips for simple things everyone can be doing to increase the value of Lodi winegrapes - and check to see how many of these ideas you're already on top of!

In this newsletter you'll also find an update on a really cool Lodi barn owl study (did you know that each baby barn owl chick eats one pocket gopher per night?) as well as some opportunities to participate in a virus survey and soil conductivity/salinity mapping research. Read on as we welcome our new Commission Board and new Marketing & Communications Manager, and bid a sad farewell to the extremely dedicated Jenny Heitman.

Cheers to smiling through the tough days and to the vacations you will take when this challenging vintage is behind you!

All the best,  
**STEPHANIE BOLTON, PhD**  
Grower Newsletter Editor



*Even in the midst of a busy harvest, 70 growers gathered to discuss the results of UCCE collaborative research on high cordon trellising.*



Acquiesce Winery's harvest of Clairette Blanche. Photo: Randy Caparoso

## Premiumization – What's it mean for Lodi?

BY JEFF BITTER, ALLIED GRAPE GROWERS

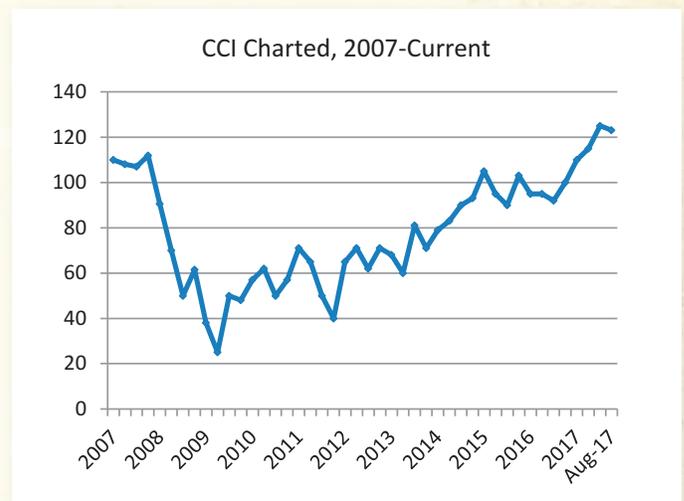
Premiumization. It's a word that prevails today when attempting to describe a main characteristic of the wine business. You won't find this word in the Merriam-Webster, Cambridge or Oxford Dictionaries, but according to Wiktionary on-line, it's "The move toward more expensive premium products." Specifically, this word in the wine business describes the idea that consumers are demanding "better" and are willing to pay for it, or as we commonly say, "They are moving up the price chain." Sales data continues to show that consumers seem willing to pay more for [an assumedly] more enjoyable experience. It goes hand in hand with the continued affluence of this nation over the long term, but also manifests itself short term in conjunction with the perceived health of the economy.

### The Economy

This summer I spoke at two important meetings in Lodi regarding Lodi's position in the larger wine world. It seems Lodi growers are eager to know where they fit in. Folks ask questions like, "What does the future hold for the winegrape business in Lodi?" and "Is Lodi poised to provide grapes for premium wines priced at \$10 and above or will Lodi find itself supplying the lower end of the California market as Central Valley winegrapes decrease in volume over time due to competition from alternative crops and cheap foreign wine?" There's no for sure answer to these questions because so many factors can influence the outcome, but the one thing I consistently tell people who want a crystal ball outlook is that their answer comes mainly from the U.S. economy.

If someone can define the strength of the economy at any point in the future, I can tell them with a high degree of confidence how the wine market will be performing at that same time. What this means for Lodi is that as long as the economy is "strong", it is

likely consumers will be willing to pay more for wine, which means there will be opportunity for Lodi to enjoy the demand associated with this. So, more and more we find ourselves looking at economic indicators to forecast performance of the wine business. But arguably more important than various indicators of economic performance is the actual perception of economic strength by consumers, and for that we turn to the Consumer Confidence Index® (CCI).



The Consumer Confidence Index (American consumer's perception of how strong our economy is) provides a good estimate of how much money people are willing to spend on wine. This chart shows the drop in consumer confidence during the recession and that 2017 has the highest confidence rating in over a decade.

## Consumer Confidence

The Conference Board's CCI is an indicator designed to measure consumer confidence, which is defined as the degree of optimism on the state of the economy that consumers are expressing through their activities of savings and spending. The CCI is calculated each month on the basis of a household survey of consumers' opinions on current conditions and future expectations of the economy. Opinions on current conditions make up part of the index (Present Situation), with expectations of future conditions (Expectations Index) comprising the majority of it. As of the August 2017 report, the Index stood at 122.9 (indexed to 1985=100). The Present Situation Index was at 151.2, while the Expectations Index was at 104.0 for August.

What do these numbers mean? In short, they mean that consumers are more optimistic about their current and future situations than "normal." For some time now, consumer confidence has been strengthening. The CCI has steadily improved since the recession of 2008-2009 where it hit an all-time low of about 25. Where it sits today is about as high as it has been since early 2001. Coupled with improving (and now strong) consumer confidence has been the incredible increase in shipments of wines above \$7/bottle. It should be no surprise that these two things go hand in hand.

## Premiumizing Lodi

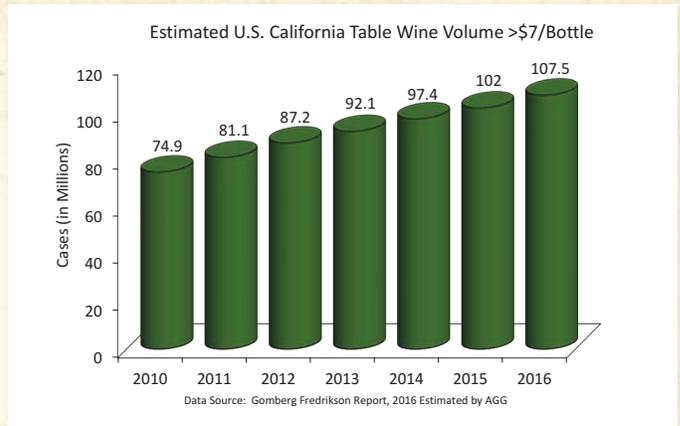
Lodi is often referred to as the "sweet spot" in the wine business, because of its unique ability to produce premium quality wines while still displaying affordability, and simply put - value. But this position also means that there will always be opportunities/pressures from the upper and lower ends of the market. In recent years, the upper end of the market has been rebounding from the effects of the recession. Wines above \$10/bottle were struggling prior to 2011, as recession-thrifty consumers were looking for cheaper alternatives. Since 2011, large coastal crops and carry-in inventory have satisfied the market's need for premium wine supply, as it has grown definitively. With the onset of the 2017 harvest, the broader coastal winegrape market finally seemed to find its balance on supply. Assuming no major changes in consumer behavior or outrageously large coastal crops, this will slowly open up opportunities for Lodi grapes to become a larger part of the premiumization trend in the future, as premium buyers look to keep costs under control and extend the volumes of their blends.

"Below" Lodi (figuratively and literally) is the Central Valley. The Central Valley has experienced challenging times in the wine

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*Wines selling for above \$7 per bottle have been on the rise since 2010, which is good news for winegrowers looking to enter the premium winegrape market.*

business in recent years as foreign competition and premiumizing consumers have displayed less interest in wines from the region. This has kept supply pressure on Lodi, as there have been an abundance of grapes available just beneath it. With a handsome amount of Central Valley vineyard removals and shorter than normal crops the last few years, the burdensome effects of Central Valley supply are diminishing for Lodi. This trend, much like that of the coast, bodes well for Lodi and the ability to premiumize via a strengthening market for grapes. There's less supply pressure from the bottom and more demand potential from the top. Lodi's position moving into the future looks favorable.

## What's a Grower to do?

At this point, I'm sure many are reading this thinking, "What can I do to control any of this?" You may not be able to control the economy, consumer behavior or grape supply, but you can position yourself for the opportunity that appears will exist. There may be some measures you can take to open up opportunities for increased grape pricing due to premiumization.

Initially, ask your current grape buyer if there is an opportunity to receive more dollars per ton by moving into a higher-priced wine program, if one exists. This may sound obvious, or you may think you already know the answer, but the reality is that if you aren't positioning yourself for (or asking for) more money from your buyer, then you probably won't get it. Coupled with any opportunity to move up in price will be an obligation to perform - possibly meaning you will need to spend additional money on cultural costs, etc. However, many growers are already doing a great job viticulturally and are under-compensated for their grapes, simply because they have failed to ask the question or look for alternative sales opportunities.

One such alternative sales opportunity is to take grapes to the next level and make wine to sell in bulk. Another option is to grow premium grapes and pursue "premium" buyers as opposed to growing as a commodity and pursuing "commodity" buyers. On the surface, these may sound implausible, but in reality there exists very convenient ways to take your grapes to the next level with professionals in the business that can guide and direct such efforts

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But when opportunity does exist, it is imperative to take action to capitalize as opposed to simply waiting for something good to happen spontaneously. The trends are in Lodi's favor.

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with very little additional cost. Keep in mind, this does not have to be done with your entire production (nor is it necessarily recommended). Maintaining stability by keeping grapes under a current marketing arrangement is important for obvious reasons. Creating new opportunities and relationships takes time, so don't expect overnight changes.

Many buyers are looking to expand their grape supply by venturing into new regions, where premium fruit may be more affordable. In addition, some buyers only buy wine and do not have the ability (facility-wise or time-wise) to buy and process grapes. The bulk wine market, as commonly defined in volume, only represents about 3-4% of the winegrape crush, but this tiny segment of the market is an important place to find opportunity by showcasing the true quality of one's grapes/wine. There have been many instances of growers making wine from their grapes and subsequently opening up opportunities to sell to premium buyers for the future, both in the form of grapes and wine.

As in all areas of life, bettering one's situation takes time and effort. There will always be factors that exist that are out of our control. But when opportunity does exist, it is imperative to take action to capitalize as opposed to simply waiting for something good to happen spontaneously. The trends are in Lodi's favor. There's plenty of reason for bullishness and optimism, but it's up to us, as growers, to facilitate an improved situation for ourselves.



Growers teaming up to make small batches of wine in Kevin Soucie's driveway. Photo: Randy Caparoso

## SIMPLE THINGS YOU CAN DO TO HELP INCREASE THE VALUE OF LODI GRAPES & WINE

Ask your winegrape buyers which wines your grapes are going into

When you go out to dinner in another town, ask your server if there are any Lodi wines on their list

Encourage your friends and relatives in other towns to ask for Lodi wines at their local wine shop

Beautify your vineyard edges along public roadways by planting flowers, trees, or shrubs (this will also cut down on ag-dumping!)\*

*from Jeff Bitter:* I love doing informal "educational tastings" with friends who are casual wine drinkers. I think encouraging growers to do this with their friends that drink wine but aren't "connoisseurs" per se, is a good way to get them hooked on Lodi. I find that when people are armed with a little knowledge about a consumer product (like Lodi wine), they tend to share their knowledge with friends via social media and otherwise - as if they are experts. "Arm your friends with knowledge about Lodi wines and let them do the talking!"

Join social media (Instagram, Twitter, Facebook) and show beautiful vineyard photos while using these hashtags as they apply\*:

#lodiwine	#vineyard
#lodirules	#sustainable
#lodiproud	#drinklocal
#california	#agriculture
#wine	#agritourism
#winecountry	#northerncalifornia

Farm with a detailed budget that takes into account the value of your time and your land\*

Learn how to tell the LODI STORY in a way that promotes our region\*

Maintain strong, effective communication with your buyers and winemakers - tasting wines in a professional setting will help you learn the winemaker vocabulary that can make you an ideal grower\*

Make wine out of your grapes - many of our growers are already getting together to do this with small presses and are having a heck of a great time doing so!

\*The Commission has educational events planned to help with these tips.



# LODI BARN OWL

## *Research Update*

Do you remember hearing about that dedicated scientist who camped out on a Vino Farms vineyard for months, counting barn owls and rodents with high-tech cameras? That was Mark Browning\*, and he recently shared the results of his study with us. For the full article, go to [lodigrowers.com](http://lodigrowers.com), Education > Videos, Presentations, & Handouts. Here is a summary of his research:



Barn owls ate a conservative estimate of 30,020 rodents (pocket gophers and voles) over 100 acres during 3 years. The most active hunting time is the hour after sunset.

Want to lower labor costs? Put Barn Owls to work! Over a 3-year time period, barn owls cost \$0.34/gopher compared to \$8.11/gopher via trapping.



*\*Mark Browning, "Prey Consumption by a Large Aggregation of Barn Owls in an Agricultural Setting" partially funded by the Lodi Winegrape Commission with efforts supported by Chris Storm and Vino Farms.*

# Soil Conductivity Model Needs Farms to Map in Northern California

**WHO IS THE RESEARCHER:** Dr. Dennis Corwin is a researcher out of the Salinity Lab in Riverside and the pioneer and international authority in bulk/apparent soil EC surveying/mapping. Most of the work we do nowadays on mapping soil ECa is based on his research.

**STUDY FOCUS:** Salinity mapping of agricultural land that is 5-10 acres in size. Dennis needs to be able to take measurements when the soil is at or near field capacity from rainfall or irrigation events.

**HOW THIS HELPS YOU:** Maybe you have a trouble spot and want to rule out salinity issues? This is a chance for a free map of salinity, water content, pH, and saturation percentage.

**HOW THIS HELPS EVERYONE:** The agriculture EMI imaging model would be able to extend to the northern part of our valley and to winegrapes.

**HOW TO GET INVOLVED:** Contact Dennis at [Dennis.Corwin@ars.usda.gov](mailto:Dennis.Corwin@ars.usda.gov) or (951) 369-4819. DEADLINE: December 2018

## Mealybug Biocontrol Research Focus Group



Several life stages of mealybugs, with an ant tending them and a cluster of parasitized mealybugs on the right – parasitism is indicated by the holes in the mealybug bodies where the *Anagyrus* wasp larvae escaped.

Our AVF-funded Mealybug Biocontrol Research Focus Group holds monthly meetings on the third Tuesday morning of every month at the Richmaid Diner. Why do we care so much about managing mealybug populations? BECAUSE MEALYBUGS SPREAD GRAPEVINE LEAFROLL DISEASE. We discuss how to incorporate and enhance biocontrol into current management practices and how to share our findings with growers. On August 8th, we hosted a field day at Jay Leone's organic vineyard to teach growers about the importance of using mealybug biocontrol. Dr. Kent Daane gave us some great, practical advice and we learned how to identify mealybugs which have been parasitized by the *Anagyrus* wasp along with ants. Growers were given a chart (based on UC IPM guidelines) showing which pesticides are of greatest risk to beneficial insects such as the *Anagyrus* wasp and the *Cryptolaemus* beetle. It's very important that we keep the good insects alive and active in our vineyards! If you missed that meeting, the information is posted online at [lodigrowers.com](http://lodigrowers.com) under Education > Videos, Presentations, & Handouts.

## Grapevine Virus Research Focus Group

The first meeting of Lodi's Grapevine Virus Research Focus Group was held on the morning of October 4th, 2017. If you have a strong interest in grapevine virus management and want to take a deep delve into the technical aspects of it, you are more than welcome to join us at future meetings held on the first Wednesday morning of each month as we tackle this issue.

Contact Dr. Stephanie Bolton for more details – (209) 367-4727, [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com).



## LIKE HARVEST, GROWER EDUCATION IN LODI IS IN FULL SWING

The mission statement of the Lodi Winegrape Commission calls for three activities: promotion, research and education. Now that our Grower Communications Director Dr. Stephanie Bolton has been on board for a full year the education component of that mission statement is in high gear. We have a full schedule of both field meetings and indoor meetings with at least one or two educational activities every month. You can find these meetings by going to [lodigrowers.com](http://lodigrowers.com). All Lodi grape growers are invited to participate in any of these meetings including our new monthly PCA network meetings and our research focus groups for Mealybug Biocontrol and for Grapevine Viruses. In addition, we are partnering with the Lodi Public Library to offer a series of "Computer Classes for Farmers" this winter. All of our programs are funded in part by your assessments so please take advantage of these educational opportunities!

- Larry Whitted, REC Committee Chairperson



*LDGGA and Lodi Winegrape Commission teamed up with several speakers to teach harvest safety to over 200 attendees.*



*Matt Frank and Kiki Gomes at Trinchero displayed their minimal labor solutions for efficient suckering while Dave Crockett demonstrated a battery-powered backpack suckering option for smaller growers at the Suckering Tailgate Talk in June.*



*Thanks to Mohr-Fry for adding a weather station to our network: pictured above is the new DeVries Rd N station!*

### CD11 LODI WEATHER NETWORK

Thanks to everyone who applied to the weather station cost-share program in 2017. Mike Klouda and the REC Committee carefully evaluated gaps in our current network to select the best locations for new weather stations where cooperater growers were available (DeVries Rd N/DVS, Lone Oak/LOK, and relocation of Lodi/LOD). This summer, we organized calibration for 27 stations needing attention. We now have a total of 37 calibrated weather stations providing data to our network! After harvest, the stations will be organized on the daily forecast by AVAs.

To sign up for daily weather forecast emails, send an email to Matt Wanink ([matt@westernwx.com](mailto:matt@westernwx.com)) with the subject "new Lodi network email". Matt will be a guest speaker at one of our upcoming "Computer Classes for Farmers" series at the library too!

Have a weather forecasting question? Growers in CD11 have on-call meteorologists from approximately 4am to 5pm! (530) 342-1700

# Please Welcome your New Board and Officers

Being elected to the Lodi Winegrape Commission Board carries considerable responsibility - leading and supporting promotions, education, and research for the advancement of our entire Lodi winegrowing community. Volunteer Board Members, elected by the grower constituents, are chosen for their ability to be forward thinking and for their strong leadership qualities. They are ethical, diplomatic, respectful, and committed to act in the best interest of their grower colleagues. It can be a challenging role, requiring dedication to be involved in monthly meetings and also providing crucial support at events ranging from grower tailgate talks to ZinFest to industry wine tastings. We are lucky to live in a region where teamwork is valued and appreciated - that's one of the reasons why we've been so successful as a Commission over the past 25+ years!

Please join us in thanking the following individuals for their service, and feel free to contact them with your comments and questions about the Winegrape Commission's operations and activities.

## **LODI WINEGRAPE COMMISSION BOARD ELECTION RESULTS, 2017-2018**

**COMMISSIONERS:** Bruce Fry (Chair), Kendra Altnow (Vice Chair), Stanton Lange (Secretary), Galen Schmiedt (Treasurer), Curt Gillespie, Matt Lauchland, Craig Ledbetter, Aaron Shinn, and Ed Van Diemen

**ALTERNATES:** John Anagnos, Triana Berryhill, Pieter den Hartog, Ben Kolber, Tom Murphy, Art Prudhel, John Shinn, Jason Spaletta, and Brandon Sywassink

We would also like to thank outgoing Chairman Galen Schmiedt (now our Treasurer), and Board members Kevin Delu, John Graffigna, and Bob Lauchland for dedicated service during their terms! Congratulations to all!

## **WENDY BRANNEN, EXECUTIVE DIRECTOR, INTRODUCES OUR NEWEST BOARD MEMBERS**

Triana Berryhill joins the Commission as an alternate. She is co-owner of BB Vineyards and is a current member of San Joaquin County Farm Bureau, Stanislaus County Farm Bureau, CAWG, and San Joaquin Valley Winegrowers Association. Berryhill has been farming winegrapes, walnuts, and almonds for the past 20 years in the Lodi region. She holds an accounting degree from ITESM, Hermosillo, Sonora, Mexico.

Bruce Fry is the vice president of Mohr-Fry Ranches and is very active in the Lodi winegrape community, having served on the



*Board member Aaron Shinn harvesting LODI RULES certified sustainable grapes from Cemetary Vineyard.  
Photo: Randy Caparoso*

board for the last three years. Fry was the past president of the Lodi District Grape Growers Association (LDGGA), Winegrape Growers of America, San Joaquin Farm Bureau, and the past director and vice chair of the California Association of Winegrape Growers (CAWG). Fry received an agriculture business degree from California Polytechnic State University, San Luis Obispo.

Matt Lauchland, joining as a commissioner, is a fourth-generation Lodi grower and is the owner and manager of Lock L Ranches. He holds a crop science degree from California Polytechnic State University, San Luis Obispo. He previously served on the San Joaquin County Farm Bureau board and the Lodi Future Farmers of America (FFA) Ag Boosters. "I am looking forward to the opportunity to support and promote the innovative programs that will continue to elevate Lodi's name in grape and wine production," said Lauchland.

Craig Ledbetter, a former chairman of the board of directors, is returning as a commissioner for the 2017-2018 fiscal year and says, "I am driven to make Lodi a premium destination for wineries to purchase fruit." Ledbetter currently serves as the Vice President of Vino Farms, LLC, and is a member of the board for Ag Safe and the Wine Market Council. He obtained an agricultural economics degree from Fresno State University.

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## Meet Bob Highfill

### LODI WINEGRAPE COMMISSION'S NEW MARKETING AND COMMUNICATIONS MANAGER



"What has been so wonderful about Lodi has been its warm, welcoming spirit. Many people have been so giving of their time, sharing stories about their family's history, their business philosophies and their winemaking practices. Perhaps this helps explain why I am honored and privileged to be with the Lodi Winegrape Commission. I plan to share my passion about this remarkable region, its great people and their remarkable work to the rest of the world." – Bob Highfill

Highfill brings a wealth of journalism and wine industry experience to the position. For 27 years, he served San Joaquin, Amador, and Calaveras counties as a reporter and editor for The Record (Stockton, CA) daily newspaper, including 11 years as the sports editor.

"Bob brings with him a breadth of knowledge and experience from his journalism career, and he also has a passion for and understanding of the wine industry," says Wendy Brannen, Executive Director of the Commission. "To top that off, people in this community know and love Bob, so we're thrilled to have him here on the Commission team promoting our region's fantastic wines and winegrapes."

Since 2014, Highfill has written a weekly wine column called "From the Vine," which highlights various wine regions but with emphasis on the Lodi American Viticulture Area, Wine Enthusiast magazine's Wine Region of the Year in 2015. Highfill has interacted with many of Lodi's winegrowers, winery owners, and winemakers through his column and by working the past year-plus as a tasting room associate at the Lodi Wine and Visitor Center. In 2015, Highfill earned the Level 3 award from the Wine and Spirit Education Trust. He has judged several wine competitions, including the Bottle Shock Open and the Consumer Wine Awards.

## Farewell (but not goodbye) from Jenny Heitman

It is with a tinge of sadness that I announce my departure from the Lodi Winegrape Commission, effective Friday, June 16. I am taking on new challenges and experiences as the Digital Marketing & Sales Coordinator at Sterling Caviar. Over the past five years, I have sincerely enjoyed working with Lodi's winegrowing community and - while I will not be far away - will miss having contact with you all on a regular basis. Many of you have become what I consider to be friends and some of you, more like family. I am and will continue to be incredibly grateful for the time and opportunities I have been given and for the connections I have gained while working at the Commission. Having been born and raised in Lodi, working for all of you was acutely personal. I hope that my dedication to the region shone through in my work and that I was successful in making a positive contribution to the Commission's marketing and public relations programs.

I leave confident that the Commission's marketing and public relations programs are in capable and enthusiastic hands with Commission staff, Board of Directors, and various committees. If you would like to keep in touch on a personal level, I can be reached via LinkedIn at [linkedin.com/in/jennyheitman](https://www.linkedin.com/in/jennyheitman) or my personal email address ([jennyheitman@gmail.com](mailto:jennyheitman@gmail.com)). This is certainly not goodbye but merely, "until we meet again." Know that as the region continues to gain notoriety, I will continue to be one of your biggest cheerleaders. Wishing all of you the best and continued success in all you do!



# Our Future Generation



## HOW TO STAY CONNECTED TO OUR WINEGROWING COMMUNITY

Call (209) 367-4727 or email [lwcc@lodiwine.com](mailto:lwcc@lodiwine.com) for more information on any of the points below.

- Attend grower education and social events (so fun!!)
- Join our email list or physical mailing list
- Attend any of our Committee or Board meetings, which are all open to the public and are posted on the Events page at [lodigrowers.com](http://lodigrowers.com)
  - Research, Education, & Communications Committee
  - LODI RULES Committee
  - Grower Marketing Committee
  - Lodi Wine Country Committee
  - California Wine Education Committee
- Are you conducting a trial in your vineyard? Volunteer to host a grower field day!
- Read the Lodi grower blog ([lodigrowers.com](http://lodigrowers.com)) and the Lodi wine blog ([lodiwine.com](http://lodiwine.com))
- Connect with us on social media
  - Instagram: [@lodi\\_wine](https://www.instagram.com/lodi_wine)
  - Twitter: [@LodiGrower](https://twitter.com/LodiGrower)
  - LinkedIn: Lodi Winegrape Commission
  - Facebook: Lodi Wine
- Pick up the phone and tell us your ideas!
- Email us with photos, updates, good news, questions... [lwcc@lodiwine.com](mailto:lwcc@lodiwine.com)
- Stop by the office or the Lodi Wine & Visitor Center (now open until 6pm on weekdays) to say hello! 2545 W. Turner Rd, Lodi

*PHOTOS TOP TO BOTTOM: The Lange motto: teach them young! Photo: Aaron Lange*

*Henry Blagg, our cutest and tiniest newsletter fan. Photo: Amy Blagg*

*New Board member Craig Ledbetter and son Chase enjoying a safe night harvest! Photo: Suzanne Ledbetter*

Have a photo of your children or grandchildren practicing viticulture? Email us your high quality photos for future newsletters! [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com)

## Awards

WE'RE LUCKY TO BE IN A REGION FILLED WITH TALENTED LEADERS WINNING ALL SORTS OF AWARDS FOR THEIR HARD WORK AND DEDICATION TO THE INDUSTRY. IN THE DECEMBER NEWSLETTER, WE WILL SHOWCASE THE SPECIAL PEOPLE, VINEYARDS, AND WINERIES WINNING AWARDS IN 2017. PLEASE LET US KNOW IF YOU THINK THERE ARE SOME AWARDS WE MAY MISS (THERE ARE JUST SO MANY!).



*Jerry Fry takes the LODI RULES principle of treating your workers well to the next level by providing them with glasses for this summer's solar eclipse event.*



*Randy Caparoso's blog post on the tearing out of old vine vineyards is causing quite a stir...read more online at [lodiwine.com](http://lodiwine.com)!*

## Upcoming Opportunities

### CD11 LODI PCA NETWORK BREAKFAST MEETINGS.

**Date:** first Tuesday of every month **Time:** 7:30 am – 9:00 am

**Venue:** Burgundy Hall, Grape Festival Grounds, Lodi

**Cost:** FREE, breakfast provided with an RSVP

**Credits:** 1.5 (DPR – CE OTHER) applied for

**Description:** Local PCAs (and growers who manage their own pest control) will gather with technical advisors to discuss current vineyard pests and their management, including pertinent monitoring information and IPM strategies. Strategies for dealing with vineyard management challenges will be discussed. The goal is to create a strong local PCA network for communicating best pest management strategies and for support with solving viticultural anomalies.

**RSVP:** Contact the Lodi Winegrape Commission by phone (209) 367-4727 or email [lwwc@lodiwine.com](mailto:lwwc@lodiwine.com)

### NRCS EQIP FUNDING AND R&D TAX CREDITS

**Date:** Tuesday, October 24th, 2017 **Time:** 9:00 am – 11:00 am

**Venue:** Community Room, Lodi Public Library, 201 W Locust St.

**Presenters:** Ora Van Steyn & Perla Alonso (NRCS - Stockton), Karen Lowell (NRCS - Salinas), Chris Crifasi & Ray Esquivel (Moss Adams - Stockton)

**Grower Panel:** Chris Storm (Vino Farms), Aaron Lange (LangeTwins), Emily Ripken (KG Vineyard Management)

**Cost:** FREE

**Description:** Join us as we decipher the ins & outs of both NRCS EQIP (Natural Resources Conservation Services Environmental Quality Incentives Program) conservation practices funding program and Research & Development Tax Credits. We'll discuss EQIP eligibility, a typical sign-up process & how to begin, winegrape project examples, conservation planning, and how this all ties into LODI RULES. Karen Lowell will discuss the benefits of two conservation practices: cover crops & soil management. Moss Adams will review the logistics of utilizing R&D Tax Credits – something EVERYONE should consider. Finally, a GROWER PANEL will answer questions & share real-world experiences.

**RSVP:** Contact the Lodi Winegrape Commission by phone (209) 367-4727 or email [lwwc@lodiwine.com](mailto:lwwc@lodiwine.com)

### LODI VINEYARD COST STUDY CUSTOMIZATION WORKSHOP

**Date:** Thursday, November 2nd, 2017 **Time:** 8:30 am – 11:00 am

**Venue:** Burgundy Hall, Grape Festival Grounds, 413 E Lockeford St, Lodi, CA 95240

**Speakers:** Paul Verdegaal (Cost Study Co-Author), Mickie Nuss (F&M Bank), Representative from Bank of Stockton

**Cost:** FREE

**Description:** Paul Verdegaal will teach growers and bookkeepers how to pull out information from the most recent Lodi Vineyard Cost Study and customize it to calculate your operational costs. Paul will also teach us how to separate out costs for specific practices such as pruning. Then, bankers will teach us how to use that customized information to best prepare for a loan interview (for example, to purchase mechanization equipment).

**RSVP:** Contact the Lodi Winegrape Commission by phone (209) 367-4727 or email [lwwc@lodiwine.com](mailto:lwwc@lodiwine.com)

## Important Dates

October 17th: Mealybug Biocontrol Research Focus Group, Richmaid Diner, 7:30am  
October 20th: Research, Education, & Communication Committee Meeting, LWC, 12pm  
October 24th: NRCS EQIP Funding Grower Workshop, Lodi Public Library, 9am  
November 2nd: Vineyard Cost Study Optimization Workshop, Burgundy Hall, 8:30am  
November 7th: CD11 PCA Network Breakfast Meeting, Burgundy Hall, 7:30am  
November 7th: Tree & Vine Expo, Turlock  
November 9th: Laws and Regulations Updates Meeting, Burgundy Hall, 8:30am  
November 13-15th: Sustainable Ag Expo, San Luis Obispo  
December 12th: Premiumization Series: Moving Lodi Financially Forward, Wine & Roses, afternoon



### LODI RULES SUSTAINABLE WINEGROWING PROGRAM

Thinking about joining the 200+ successful growers and wineries who participate in the LODI RULES for Sustainable Winegrowing Program? We added nearly 10,000 acres in 2017 and will certify over 1100 vineyard blocks this year across the state of California and beyond. Contact Dr. Stephanie Bolton for more information or stop by the Commission office to pick up informational materials. The LODI RULES 2018 certification season begins after harvest 2017, with applications due in February 2018.



LODI WINEGRAPE COMMISSION Crush District 11  
2545 W. TURNER RD. LODI, CA 95242

This newsletter and previous newsletters can be downloaded from our website: [lodigrowers.com](http://lodigrowers.com)

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