



# LODI GROWER

Newsletter

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

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



## Dear Lodi Winegrowing Community,



We hope that you've all made it safely into your fields to get the 2017 season going! Our thoughts are with everyone who struggled to save farms from levee breaks and flooding. In our January Research & Education Committee Meeting, we listened to a nonprofit group's concerns over water conservation, and then all of a sudden there was water everywhere we looked and rain storms always on the horizon. In this newsletter, Paul Verdegaal shares some interesting points about the weather and Bruce Fry shares some compelling flood photos. You'll also get to know Wendy Brannen, our new Executive Director - who thought she was moving out to a sunny California - along with the Lodi Winegrape Commission's newest hire, Melissa Lambie. Stuart Spencer provides a great recap of the Preliminary 2016 Crush Report, where we saw a rise in the average price per ton for Lodi grapes.

For those of you who were at the Unified Symposium in Sacramento, you heard Lodi mentioned in nearly every talk, whether it was the morning State of the Industry talks, where we were reminded that demand for Lodi winegrapes is on the rise, or in the mechanization or virus workshops, where prominent growers eloquently represented Lodi in panel discussions. Right now, Lodi is definitely on the minds of leaders across many industry segments and we are thrilled to support our winegrape growers through promotion, research, and education!

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

# Being the World's Greatest Wine Region Doesn't End After a Year

AN INTRODUCTION FROM YOUR NEW EXECUTIVE DIRECTOR, MS. WENDY BRANNEN



What an exciting time to jump into the Commission as your new Executive Director. It's not often that one walks in the door of a new workplace and new industry as they are celebrating the 25th anniversary of the organization, the 30th anniversary of a unique region, and have just been awarded one of the industry's highest honors. In my short time here in Lodi, I am not surprised that Lodi was named *Wine Enthusiast's* Wine Region of the Year. The Lodi Rules™ for Sustainable Winegrowing program is in a class of its own and speaks to the insightfulness of you, our members, that you voluntarily conceptualized it long before mommy bloggers began tossing around the word "sustainable" like eggs at Easter. Also shrewd, banning together those 25 years ago to seek CDFA commission status to collectively market the region, brand, and community. And, there's the straightforward fact that Lodi grows good grapes and makes good wines: By putting together unique marketing programs and getting the Lodi name out to consumers, that too-well-kept secret has slowly but surely been leaking out. So, no, I am not surprised that the Lodi region is seeing great success on a national and global platform. Now, the challenge falls on me, the rest of the staff here at the Commission, and indeed all of us, whether grower or vintner, large business or small, to step up to and clear the new bar set by success attained.

My greatest career accomplishments have come from collaborative efforts—marketing programs that would have failed without industry participation and crisis situations that would have been much more detrimental had we not worked together. Before joining you here in Lodi, I was the Director of Consumer Health & Public Relations for U.S. Apple Association, which included directing crisis communications. In 2015, the apple industry was hit with its first-ever *Listeria monocytogenes* outbreak, which could be likened to Columbus' fabled discovery that the world is round and not flat. Highly-acidic apples—purportedly around since the days of Adam and Eve—historically have not been conducive to sustaining *Listeria* bacteria long enough to result in illness, or in this case, multiple deaths in multiple states, but a tie to the

wooden sticks in caramel apples quashed previous beliefs and statistics. Faced with a situation that could have been crippling, our industry followed a predetermined crisis plan, allowing my team and me to work with our long-standing regulatory contacts, coordinate quickly with allied organizations, and disseminate accurate and timely updates to our stakeholders and media. Had the industry not trusted our leadership, the results would have been decidedly different: If our members had not directed media to U.S. Apple, instead choosing to answer consumer and media questions haphazardly, or had they rashly posted erroneous messages on their websites or social media, those actions could have incited market panic, loss of national retail accounts, and even potential liability. Instead, we were able to work with regulatory agencies and media to control the message in an accurate and ethical way, calm consumers' fears, and keep the scope of an unfortunate event narrowed to the source of the problem versus affecting sales of all apple varieties in every state.

Before the apple gig in D.C., I was Executive Director of the Vidalia® Onion Committee—very similar in structure to LWC—in Georgia for almost eight years, and in 2010, I brought to the board a partnership opportunity with DreamWorks Animation®. That



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promotion, in addition to doubling our print media coverage and tripling our digital media coverage for the year, grew nationwide sales of bagged onions a whopping 50 percent: Moms clamored to buy onion bags bearing imagery of a big, green ogre famous for liking onions and related kid-friendly recipes because their children would eat them—a phenomenon so surprising that, when I pitched the story idea to the *Wall Street Journal*, it made the front page—then ABC World News, Fox Business, and myriad other mainstream media. That dramatic surge in sales—and the ensuing river of media attention—was possible because we had an unprecedented 90 percent industry participation in the promotion. If the growers and their marketing and sales teams had not been open to my crazy campaign idea, and if they had not bought in and agreed to let me create point of sale, packaging, and displays smattered with the beloved Shrek, we never would have seen those bags flying off shelves.

I wish it were always that easy to tie marketing efforts to sales—or an increase in grape prices—but unfortunately, the reality is that it's not always so simple to draw a correlation. Yet, the success of that Vidalia® campaign and containment of the apple recall/food-borne illness event are testaments to the power of pulling together, and pulling together is clearly something the Lodi industry has done well. In January at the annual Wine Star dinner, I watched as *Wine Enthusiast* crowned another region its yearly winner, but the brightness of winning the award the previous year did not dim when the ball dropped at the stroke of midnight on December 31, 2016—or at the celebratory dinner when we officially passed the scepter. That glow of pride and accomplishment we've carried throughout the year should remain in our minds as a beacon illuminating the path to achievement ahead. The bar has indeed been set higher, but I am optimistic and eager to make the leap to clear it with you: Leena Ahmad Almashat wrote in *Harmony Letters*, "Those who don't jump will never fly." So, here's to flying higher, Team Lodi. I look forward to getting to know you better in the coming weeks and months and to many years of being the best wine region in the world together!

-Wendy



## Introducing Melissa Lambie

Meet Melissa Lambie, the new Marketing & Administrative Assistant! Melissa is fairly new to the Lodi area, but loving it so far. She has a Bachelor of Science in Sociology from the University of Oregon. While in college, she was also in the marching band at Oregon, but mostly to get the front row seats at all the football games! A sports lover, coming from the Bay Area originally, she roots for the Oakland A's, Warriors, and 49ers (yes, even in all the rough years). She enjoys taking her little dog on walks around the neighborhood and going wine tasting around Lodi whenever possible. Melissa comes from almost 10 months working in the tasting room at the Visitor's Center. She is excited to start this new adventure working for the Lodi Winegrape Commission, and we are very lucky to have her on our team.

# In the Vineyard: Rainfall, Frost, Weeds, Spring Diseases, and Invasive Pests

BY PAUL VERDEGAAL

Heavy rains in January added to a soil profile that was well wetted from above average fall rains. Then, the wettest February since 1998 tested infrastructure and people alike. With just an average March and April, we could see total seasonal rainfall rival the 32 inches of the 1997-98 season. In that year grape growing was a more “European” year than most would like to see, with scattered rains into July and even August. Table 1 shows the “box score” for the last 17 seasons in Lodi.



Photos courtesy of Bruce Fry

**TABLE 1.**  
LODI SEASONAL RAINFALL (in inches) 2001-2017

YEAR	TOTAL INCHES	% AVG	OCT NOV DEC	JAN	FEB	MAR	APR	MAY	JUN
2001	16.6	98	3.6	3.6	3.7	1.9	3.7	0	0.1
2002	16.3	96	9.7	2.0	1.0	2.5	0.2	0.9	0
2003	15.2	90	8.7	0.6	4.7	1.1	0.1	0.1	0
2004	15.3	90	9.2	0.6	0.9	0.6	3.6	0.4	0
2005	23.1	136	10.4	3.2	3.3	3.5	1.4	1.3	0
2006	23.4	138	7.1	5.4	1.1	5.2	3.8	0.8	0
2007	12.1	71	4.6	0.3	4.3	0.6	2.3	T	0
2008	13.7	81	4.5	7.3	1.8	0.1	0	0	0
2009	15.1	89	4.0	1.9	5.3	1.9	0.7	1.3	0
2010	19.2	113	6.1	4.5	3.6	1.8	2.9	0.3	0
2011	26.3	155	12.1	1.4	4.1	5.8	0.2	1.4	1.3
2012	12.4	73	3.0	2.9	1.3	3.3	1.9	T	0
2013	15.8	93	11.0	1.2	0.3	2.1	0.5	0.1	0.2
2014	10.2	60	2.2	0.1	4.7	1.9	1.4	0	0
2015	13.2	78	9.2	0	1.9	0.3	1.6	0.1	0.1
2016	17.8	105	3.9	6.2	0.6	5.3	1.3	0.4	0
2017	27.1	157	8.8	10.8	7.5				
AVG.	17.2		6.9	3.1	2.9	2.4	1.6	0.5	0.1

The previous wet years of this current Millennium were in 2005, 2006 and 2011, with lots of early rain, but 2017 is beating those early front loaded storms by quite a bit with 26.5 inches so far; compared to 16.9 inches, 13.6 and 17.6 inches in those three years!

To possibly state the obvious; the heavy rains should delay the need for in season irrigation to maybe bloom time. That’s good for reducing electric costs, but may make controlling early vigor much more difficult than “normal”. If fertilizer or Vine Mealybug (VMB) applications rely on an early irrigation, be careful about adding to the already full soil profile and wasting water.

Think about keeping cover crop in a little longer and/or mowing a little higher. Of course this needs to be weighed against your concerns about frost mitigation.

If vines are not pruned yet because of delayed access, they should be fine even with some initial growth at time of pruning. Although it’s not desirable to prune off initial growth from delayed pruning, the stored reserves that an inch or two of growth uses can be restored quickly by the first few leaves of the pruned spurs’ initial growth. As soon as leaves are fully open, but not yet full size, they will start providing some energy back to the vine. And as you all know, grapes are pretty tough. A silver lining can be that delayed

Besides the good soil moisture there was very good accumulation of early chilling hours. Grapes only require about 400 hours (compared to fruit trees with 800 to 1200 hours, depending on species), but the combination of good moisture and good chilling may encourage a uniform and strong budbreak – possibly enhancing the final development phases of this year’s clusters.

(ok maybe a little too delayed) pruning will give you 10 to 14 days of “frost protection” as vine budbreak is delayed by late pruning. If by chance low lying vines are not pruned and there is still a threat of re-flooding, it might be best to wait until after waters recede. What I have observed in the past is that vines that are not pruned seem to tolerate partial and especially full submersion better than recently pruned vines.

Chardonnay budbreak occurred on March 2nd in the vineyards I routinely monitor each year since 1986. That is about three days later than last year, but still 10 days ahead of the long term average (March 14th). Zinfandel vines are beginning to swell and burst as of March 14. With good soil moisture, good winter chilling and warming weather, most all varieties should be following quickly and strongly. Although for the last two years budbreak has been record early or nearly so, the long term pattern has been; there is no pattern. Date of Budbreak occurs very unpredictably. Much in the same way as California rainfall is predictable: always one year away from drought and one year from flood. Table 2 shows the running score for the last 30 years.

High rainfall Springs often bring the chance of cold air masses following the initial rain event. That means growers try to prepare themselves, if not vineyard conditions, to minimize cold effects. During the last 5 years, there were some scattered frost or hail events in 2015 (hail), 2011, 2009 and 2008. Short of wind machines or full coverage sprinklers, there are a few limited but helpful things to consider. As a review, see below for soil conditions and cold effects:

Soil Conditions	Temperature Change	Effect
Firm bare ground, that is wet	+2° F	warmer
Firm bare ground, that is dry	---	no effect
Freshly disked soil	-2° F	colder
High cover crop (24 to 30 in.)	-2° to -4° F possibly -6 to -8F	colder
Low cover crop (less than 24 in.)	-1° to -3° F	colder
Mowed cover crop	-½° F	colder

Weed growth was minimal in early winter, but recent rainfall and warm temperatures have encouraged weed resurgence. However, recent flooding in low areas has put a hurt on weeds in some locations. Good weed control should still be achievable and there are some newer materials available. However, it is more important than ever to be ahead of weeds producing seed and hit them while

**TABLE 2.**  
BUDBREAK\* DATES FOR A CHARDONNAY VINEYARD IN LODI (1986 - 2016)

YEAR	DATE IN MARCH	YEAR	DATE IN MARCH
1986	9	2002	13
1987	26	2003	10
1988	13	2004	13
1989	17	2005	2
1990	23	2006	15
1991	21	2007	14
1992	13	2008	12
1993	22	2009	20
1994	14	2010	15
1995	5	2011	17
1996	15	2012	15
1997	1	2013	18
1998	14	2014	9
1999	25	2015	FEB 28
2000	17	2016	2
2001	17		

\*Budbreak = 10% of buds at ½ inch shoot length or first leaf unfolding



## IN THE VINEYARD - CONTINUED

small in size to avoid resistance development and reduce costs. Rotation of herbicides for particular weed species continues to be important and should be considered. If you have related questions, check in at [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu) or [www.wric.ucdavis.edu](http://www.wric.ucdavis.edu).

It has been a few years since there has been a rainy and wet spring. This might be the year to be prepared for a reappearance of Phomopsis Cane and Leafspot and/or Botrytis Shoot Blight, and even some Downy Mildew (*Plasmopara viticola*) along with the usual suspect of Powdery Mildew. Until 12 to 18 inches of shoot growth, *Phomopsis* can infect the basal portion of shoots, weaken them and result in breakage with loss of fruit.

Grenache is one of the most susceptible wine varieties and French experience indicates that Colombard, Cabernet sauvignon and Petit Verdot can be somewhat susceptible. Most other wine varieties are moderately sensitive to only slightly so, such as Zinfandel, Chenin blanc, Merlot, Sauvignon blanc, and Tannat. The old Flame Tokays and Thompson Seedless are very susceptible to *Phomopsis* and can be indicator vines if you have some around the house or shop. Botrytis shoot blight and flower cluster infection, leading to Bunch Rot later should be monitored in Chardonnay, Chenin blanc, Zinfandel, Petite Sirah, Syrah, Muscats, and Symphony. Check UCIPM at [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu) for details of control or management.

And of course be aggressive in Powdery Mildew control. Even though rain actually kills the fungus, cool humid conditions can encourage rapid sporulation. Downy mildew (*Plasmopara viticola*) is not a "California problem", but we have seen it in wet years (1998 and 2006) in sensitive varieties such as Barbera and Chenin blanc. Some good can come from the excessive rain and saturated soil, in that these conditions may help reduce some pressure from such pests as Vine Mealybug (VMB), gophers, voles and ground squirrels; even possibly nematodes and *Phylloxera* is known to be susceptible to winter flooding.

Be sure to be up to date in Regulatory Compliance concerns such as filing a Farm Evaluation plan with the San Joaquin County & Delta Water Coalition, by June 1st, 2017. Also, a Nitrogen Plan is required, but you only have to keep it on site at this time. Check details at [www.sjdeltawatershed.org](http://www.sjdeltawatershed.org).



The 50th Annual World Ag Expo in Tulare, California

## PREMIUMIZATION SERIES:

# January 9th Negotiations Meeting Spurred Lots of Conversations



Lodi growers welcomed Jim Olson, a Zinfandel fan and UC Davis distinguished professor, to Burgundy Hall at the beginning of the year to give us some lessons on negotiations strategies. This workshop was the first in a new PREMIUMIZATION series, and the feedback was that it got us off to a great start! Jim made us laugh while providing very useful negotiations tips that are applicable to the grape growing business. He stressed the importance of preparing for a negotiations meeting by having a target position as well as a bottom-line position - but also trying to figure out what the other side's target and bottom-line positions are as well. It is also important to think about your "BATNA, or Best Alternative To a Negotiated Agreement", which is not a number but is perhaps an alternative use to a product you are trying to sell. The more attractive your BATNA is, the more confident you will be going into a negotiation.

Fostering a relationship with the people you do business with, which will help you to learn their interests, can help you in negotiating. So can simply asking questions to learn more about how they will ultimately use your products or services.

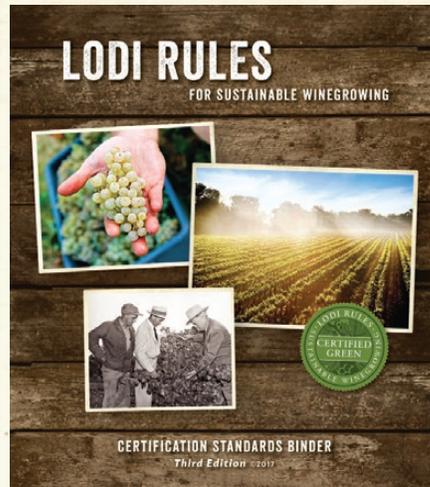
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"The goal of any negotiation is not just to reach an agreement, but to reach one that is BETTER than what you could get without negotiating."

-Jim Olson

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# LODI RULES Updates from the Lodi Rules Committee



The Lodi Rules Program continues to grow a wonderful sustainable winegrowing community! In fact, Madelyn Kolber, Chris Storm, and Stephanie Bolton were invited to Healdsburg to introduce the program to a group of interested Sonoma growers. A presentation was made to Calaveras winegrowers last fall.

About 120 people came together for a fun and educational Lodi Rules Year-End Recap Event on February 9th, where new Third Edition 2017 Standards Binders were passed out along with truck/tractor/car decals. If you still need a new Binder, stop by the Lodi Winegrape Commission Offices to pick one up - 2545 W. Turner Road, Monday-Friday 8:30am-5pm. Use the side entrance near the Wine & Roses Spa before 10am, and the Tasting Room entrance after 10am. The Third Edition Standards were edited for clarity and consistency of wording and formatting rather than for content, although there are two new bonus point Standards in the Business Management Chapter and a few minor revisions.

In January, several members of the Lodi Rules community welcomed the United Soybean Board to a Sustainability Tour which included tastings at Michael-David Winery and Oak Farm Vineyards (thank you to all who participated). We learned a lot

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805 vineyard blocks across nine Crush Districts were certified in 2016, and there are already over 20 new growers signed up for the 2017 certification year.

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from each other, agreeing that sustainability is not just a trend but is a movement that will be around for decades.

Our Lodi Rules Sustainability Tour was part of the on-boarding process for the 73-member Board, a group of farmers-directors who guide a nationwide assessment of 0.5% of the market price per bushel of soybeans, which they call a “check-off,” valued at around \$100 million dollars. Sustainability is one of the United Soybean Board’s three main areas of focus, and we found it very interesting to learn how another commodity group operates.



## DISEASE DISCUSSIONS

Pictured here are Doug Gubler and Charlie Starr studying pruning protectants in a Lodi vineyard. We are happy to invite Doug to Lodi for a disease chat series called “Disease Discussions with Doug.” If you have particular topics of interest, please let us know! 209.367.4727

## 2017 WINE & CHOCOLATE EVENT



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resilientrandz Oh vineyards everywhere! 🍷 🍷 🍷  
#winetasting #vineyards #grapes

The 20th Annual Wine & Chocolate Event was a huge success, bringing thousands of visitors to Lodi - many of whom enjoyed driving through our miles of vineyards, like this Instagrammer! Attendance was up approximately 14% from 2016. 6,644 guests came in from 22 states.

## INSPIRE LEARNING AT THE WOW



At the World of Wonders Science Museum, children learn about the human digestive system by comparing it to an owl's and what owl pellets can teach us about the health of our environment! If you're interested in helping the WOW keep up with all those curious kids by donating owl pellets from your properties, please contact WOW's Education Director, Nick Gray, at 209.368.0969 or [nick@wowsciencemuseum.org](mailto:nick@wowsciencemuseum.org).

# 2016 Crush Report – Lodi's 2nd Largest Crush Ever

BY STUART SPENCER

The 2016 Grape Crush Report was released on March 11th and the statewide winegrape crush totaled 4,031,146.7 tons, up over 8% from the 2015 crush of 3,705,319.7 tons. The statewide total crush, including raisin and table grapes crushed for wine or concentrate, was 4,227,109.9 tons.

Zinfandel led the increase in production with 25,000 tons more purchased in 2016. Cabernet also saw an increase of nearly 21,000 tons in 2016.

The outlook for 2017 is cautiously optimistic. The large 2016 crop appears to have been absorbed by the industry. Premiumization has been the talk of the industry lately, as wineries across California and the globe continue to release brands at higher price points. The rising costs of coastal grapes are creating opportunities for Lodi growers interested in serving higher price point markets. Coastal wineries are starting to look to Lodi to reduce their cost of goods while maintaining quality, as well as introducing Lodi-labeled brands based on the rising awareness and acceptance of Lodi wine at trade and consumer levels.

The final crush report is available at [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca).

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The average price for grapes in Lodi rose 2.5% to \$631.52, and district-wide grower returns increased in 2016 to a total grape crop valued at \$490 million up from \$398 million in 2015.





PRELIMINARY GRAPE CRUSH REPORT  
TOTAL TONS PURCHASED - CRUSH DISTRICT 11 (LODI)

Total	5 Year Avg	2016	2015	2014	2013	2012
<b>Zinfandel</b>	<b>141,582.92</b>	140,255.50	114,996.40	119,426.50	170,671.20	162,565.00
<b>Cabernet</b>	<b>126,007.36</b>	139,828.00	118,478.50	122,446.00	132,332.50	116,951.80
<b>Merlot</b>	<b>74,582.40</b>	73,731.50	65,606.80	66,812.00	87,653.60	79,108.10
<b>Chardonnay</b>	<b>136,062.86</b>	129,307.80	125,055.30	124,671.40	149,424.30	151,855.50
<b>S.Blanc</b>	<b>17,416.72</b>	16,634.30	14,906.00	13,707.50	21,962.90	19,872.90
<b>Petite Sirah</b>	<b>26,669.72</b>	36,503.50	26,523.70	23,529.70	23,671.10	23,120.60
<b>Pinot Gris</b>	<b>49,760.12</b>	61,456.80	45,121.60	43,631.90	48,039.20	50,551.10
<b>Syrah</b>	<b>18,481.02</b>	16,422.60	15,459.10	19,107.30	21,096.10	20,320.00
<b>Viognier</b>	<b>10,301.50</b>	10,196.30	9,146.80	9,566.50	11,644.50	10,953.40
<b>Pinot Noir</b>	<b>21,605.50</b>	28,733.80	20,010.30	17,086.40	20,524.90	21,672.10
<b>Generic Whites</b>	<b>7,991.94</b>	7,679.40	7,203.50	7,380.50	6,971.00	10,725.30
<b>Miscellaneous</b>	<b>54,657.38</b>	65,929.40	55,219.80	51,226.90	53,827.30	47,083.50
<b>Total</b>	<b>714,779.30</b>	726,678.90	617,727.80	618,592.60	747,818.60	714,779.30

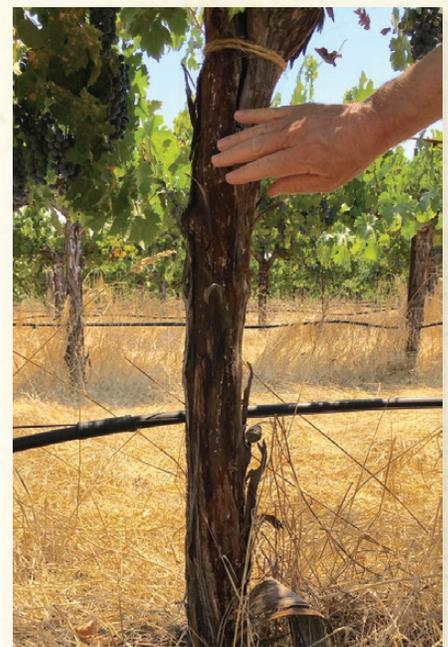
PRELIMINARY GRAPE CRUSH REPORT  
AVERAGE \$/TON - CRUSH DISTRICT 11 (LODI)

	5 Year Average	2016	2015	2014	2013	2012
<b>Zinfandel</b>	<b>\$ 741.82</b>	\$735.30	\$728.46	\$731.02	\$703.44	\$810.86
<b>Cabernet</b>	<b>\$ 701.77</b>	\$683.97	\$682.54	\$681.88	\$722.58	\$737.86
<b>Merlot</b>	<b>\$ 557.22</b>	\$556.01	\$549.05	\$547.65	\$542.36	\$591.02
<b>Chardonnay</b>	<b>\$ 531.21</b>	\$516.08	\$486.86	\$533.23	\$552.26	\$567.62
<b>S.Blanc</b>	<b>\$ 517.56</b>	\$539.88	\$506.46	\$498.55	\$525.56	\$517.34
<b>Petite Sirah</b>	<b>\$ 801.72</b>	\$776.23	\$790.50	\$810.71	\$824.44	\$806.72
<b>Pinot Gris</b>	<b>\$ 618.21</b>	\$615.84	\$629.91	\$621.05	\$617.66	\$606.61
<b>Syrah</b>	<b>\$ 531.67</b>	\$527.52	\$509.56	\$526.24	\$541.98	\$553.03
<b>Viognier</b>	<b>\$ 548.59</b>	\$504.64	\$533.56	\$568.88	\$564.80	\$571.09
<b>Pinot Noir</b>	<b>\$ 682.94</b>	\$701.70	\$679.61	\$679.17	\$675.86	\$678.37
<b>Generic Whites</b>	<b>\$ 318.65</b>	\$327.00	\$297.75	\$291.76	\$345.07	\$331.67
<b>Dist. Avg/Misc</b>	<b>\$ 634.63</b>	\$631.52	\$616.19	\$625.76	\$630.36	\$669.31

# Grapevine Viruses: Not to be Ignored

Viruses have been a hot topic at many grower meetings, including this year's Unified Wine & Grape Symposium. On the last day of February, over 100 members of the Lodi winegrowing community gathered in the Constellation Woodbridge Barrel Room to learn about grapevine viruses from UC Davis researchers. Speakers were asked to give timely, practical tips based on current projects. The panel, organized by Karen Block, included: Neil McRoberts (virus uncertainty), John Roncoroni (herbicides and vineyard replanting), Anita Oberholster (Red Blotch impact on wine), Kari Arnold (virus management), Monica Cooper (Leafroll management), and Maher Al Rwahnih (virus detection). Here are some of the take-home messages:

- Grapevines are host to more viruses than any other crop...75!
- We need to change our way of thinking about grapevine viruses, being open to finding creative solutions to this challenging issue
- When replanting after a virus-infected vineyard, there is currently no best technique for killing all grapevine roots (a newly planted vineyard can become infected from the old roots, even when an herbicide is applied to the vines before pulling them up)
- Red Blotch, which has been around since at least 1940 in Sonoma, is likely vectored by the three-cornered alfalfa leafhopper and can decrease Brix by as much as 5° and delay ripening
- Using certified virus-free stock combined with annual roguing of virus-infected vines and vector management (especially mealybugs) saves money in the long run
- It's important for every grower to think about their own grapevine virus situation and work together with neighbors
- It's possible to protect our vineyards from viruses, but this process requires a REGIONAL effort and can take up to 6 years



The Lodi Winegrape Commission is forming a Grapevine Virus Research Focus Group, led by Charlie Starr, and is committed to consulting with experts and gathering as much information as necessary to help us solve this challenge in a timely manner.

*TOP PHOTO: Leafroll 3 virus symptoms. BOTTOM PHOTO: Vine mealybug, a vector for Leafroll virus, moving up and down a trunk. Vine mealybug can be difficult to control in vineyards because the insects hide underneath bark and also move down into the roots during the winter months, hence their ability to transfer viruses from old grapevine roots to new plantings.*

## \*NEW\* Frost Forecast

You may have noticed that we now get TWO daily forecasts from the LWC's contract with Western Weather Group - a morning daily forecast around 6:30am and a new frost forecast! To sign up for daily weather emails, send your email address to [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com) with the subject "new weather email."

LODI AVA FORECAST MINIMUM TEMPERATURES									
Forecast minimums for key regional locations	Most Likely Minimum for tonight	Worst Case Scenario Clear & calm	Afternoon Observations & 24hr change		Today's AM Minimum Temperature	Change from previous nights Min Temp	Rainfall Today So Far		
			Temperature	Dew Pt					
<b>AVA's</b>		<b>25%*</b>							
Delta/Clarksburg	37	33	53	+2	41	+4	38.9	-0.9	0.02
Lodi West AVA	37	30	55	+4	43	+4	38.0	-5.2	0.06
Cosumnes River	37	32	51	+1	42	+7	38.8	-2.3	0.05
Alta Mesa	37	30	51	+6	40	+2	38.3	-3.1	0.01
Jahant	37	30	52	+8	39	+1	38.5	-1.0	0.05
Mokelumne River	36	31	54	+4	-	-	36.5	-6.0	0.04
Sloughhouse	36	29	51	+4	40	+2	39.3	-4.0	0.03
Borden Ranch	36	31	52	+7	40	+2	37.6	-1.5	0.00
Clements Hills	38	32	52	+5	38	+1	38.8	-3.7	0.00
Lodi East AVA	36	30	53	+3	38	+2	36.1	-5.5	0.00
So San Joaquin County	36	31	52	+8	34	0	34.4	-7.0	0.00

**For Tonight:**  
 Chance of Rain & Amounts: 40%→20%→10%, Tr - 10"  
 Winds: SE→NE 3-15 ↓ 0-10  
 Dew Point Range: 34-38  
 Tomorrow Night's Lows: 37-42

**Inversion Strength Tonight:** None to very weak  
**Inversion Strength Tue Night:** Weak

\* Chance of "Worst Case Scenario" occurring, weather data based off stations in the LWC weather network

# LDGGA Updates

BY AMY BLAGG

The Lodi District Grape Growers Association (LDGGA) is a voluntary membership organization that represents wine grape 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](http://www.ldgga.org).

## PG&E Northern San Joaquin Power Connect

The proposed Northern San Joaquin Power Connect project which would include new 230 kV high-capacity transmission lines and upgrades to existing substations in the area has been put on hold. The California Independent System Operator (CAISO) is reassessing projects throughout California, including the proposed Northern San Joaquin Power Connect project. Due to the CAISO's decision to reassess the project, PG&E will be postponing ongoing studies until the CAISO has finished its evaluation. It is unknown how long the reassessment will take. PG&E will continue to take feedback on the project. For contact information or to view the proposed routes, visit the project website at [pge.com/northernsanjoaquinpc](http://pge.com/northernsanjoaquinpc).

## Worker Protection Standards

In 2016, California's Department of Pesticide Regulation (DPR) revised California's worker protection standards to align them with the federal Worker Protection Standard. The changes will be phased in, with DPR beginning to enforce certain rules in 2017. County agricultural commissioners will be responsible for enforcement of these new requirements. For more information regarding WPS changes, visit [www.cdpr.ca.gov/docs/whs/worker\\_protection](http://www.cdpr.ca.gov/docs/whs/worker_protection).



*Pictured above is Alexandra Castelanelli, a multi-year recipient of the Jim Kissler Memorial Scholarship*

## Scholarships Available

Applications are available for the Lodi District Grape Grower Association Jim Kissler Memorial Scholarship and for the Michael David Family Foundation Scholarship. Applications can be downloaded at [ldgga.org/education.php](http://ldgga.org/education.php) and are due March 31, 2017. LDGGA's Jim Kissler Memorial Scholarship is available to those pursuing a career in agriculture, with an emphasis on viticulture, enology, agribusiness, agricultural engineering, or agriculture education. Students must have attended and/or graduated from a high school in Crush District 11, or have a relationship with a farming operation in Crush District 11. LDGGA also administers the Michael David Family Foundation Scholarship. The scholarship is available to high school seniors who will be graduating from a high school in Crush District 11 that have a relationship with a farming operation in Crush District 11 (such applicants may major in any area of study). Or, High school seniors who will be graduating from a high school in Crush District 11 and will be majoring in agriculture related field.



## 65TH ANNUAL GRAPE DAY AND LODI FARM SAFETY DAY!

Thanks to everyone who came out to enjoy the 65th Annual Grape Day and Lodi Farm Safety Day! We heard great presentations about vine mealybugs and got practical information on respirator fit tests, and were told just how much potable water needs to be carried along to a field site for drinking and decontamination purposes (LOTS). We also learned from the Constellation speaker, Dale Stratton, that in San Francisco people pay other people to buy their groceries using an app called Instacart on their smartphones!

*Les Sperling operates a handheld sprayer at 3.7 miles per hour during a calibration station at Farm Safety Day. Mike Blakely does a great job of supervising the calibration!*



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

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

## *Important Dates*

### **April 25**

Grower Social hosted by the Lodi Winegrape Commission at Lodi Lake Park, 4-7pm. Details to follow.

### **May 19-21**

ZinFest 2017. Ticket sales began on March 1st and can be purchased at [zinfest.com](http://zinfest.com) or by calling the Lodi Wine & Visitor Center at (209)365-0621. Interested in volunteering? Please contact Sherri: [sherri@lodiwine.com](mailto:sherri@lodiwine.com).

### **July 21**

Save the date for the Giant's home game and Lodi wine tasting! The tasting takes place on Terry Francois Blvd (right outside of the stadium, near Parking Lot A) and the Commission will organize a bus trip for Lodi growers to attend the tasting and game. Details to follow.

WATCH YOUR MAIL FOR  
THE 2017 VINEYARD  
SUPPLIER DIRECTORY,  
COMING SOON!

