

CLASSES THAT MIGHT BE OF INTEREST TO YOU THROUGH THE UC DAVIS EXTENSION:

INTRODUCTION TO WINEMAKING FOR DISTANCE LEARNERS April 1- June 12
(first class of Certificate program)

Whether you're interested in a career in the wine industry or are just a devoted enophile, you can take this course at home! Learn about winemaking through general and technical information. Learn about the history of wine, wine and health issues, how to interpret a wine label and the international wine industry.

CERTIFICATE PROGRAM IN WINEMAKING FOR DISTANCE LEARNERS

This is a rigorous program designed to extend applied training in wine production from the world's leading institution in wine research and education.

Courses include: Introduction to Winemaking, Introduction to Wine Production for Distance Learners, Quality Control and Analysis in Winemaking, Wine Stability and Sensory Analysis for Distance Learners, Viticulture for Winemakers
www.extension.ucdavis.edu/unit/winemakingcert

INTRODUCTION TO SENSORY EVALUATION OF WINE May 17-18

This class will enhance your critical tasting ability. Study the different components of wine appearance, aroma and flavor.

These are all very popular courses and it is encouraged that you enroll early. For more information call 1-800-752-0881 or log onto www.extension.ucdavis.edu.

LODI WINEGRAPE COMMISSION
Crush District 11

This newsletter is published at:
2545 W. Turner Rd. Lodi CA 95242
Reproduction of any part of this newsletter must have the approval of the LWC. This newsletter and previous newsletters can be downloaded from our website: lodiwine.com

COMMISSIONERS

Jon Wetmore - Chairman
Keith Watts - Vice Chairman
Joe Valente - Secretary
Richard Lauchland - Treasurer
Ernie Dosio
Brad Kissler
Bill Stokes
Mike Manna
Larry Mettler

ALTERNATES

Robert Pirie, Gary Patterson,
Anne Matson, Brad Goehring,
Mike Wackman, Sandy Kirschenmann,
Kim Bronson, Markus Bokisch,
Kendra Lange

PRSRRT STD.
U.S. POSTAGE
PAID
PERMIT #269
STOCKTON, CA

RETURN SERVICE REQUESTED

LODI WINEGRAPE
COMMISSION
2545 W. TURNER RD.
LODI, CA 95242



LODI WINEGRAPE COMMISSION

ADVANCING LODI IN THE WORLD OF WINE

news

MARCH 2008



LODI WELCOMES HUELL HOWSER!

Dave and Kevin Phillips who shared how the 5th generation-family-run business works. Grandma Jeanne and Grandpa Don Phillips graciously showed Huell around the farm as a group of school children collected pumpkins in the nearby patch.

Beyond his Lodi Wine adventures, Huell also visited Micke Grove Park, A&W Rootbeer and watched the annual return of the Sandhill Cranes to Lodi.

The Lodi Wine and Visitor Center has seen an increase in traffic due to the program. Visitor Center Manager Michael Perry stated "there is no question that the Huell Howser show helped attract a new audience t

Wine Country, most of w had never been here before. When questioned, recent visitors noted that they have heard of Lodi, but hadn't visited. They were prompted by Huell's show to come and see what we are all about.

If you are interested in purchasing the VHS or DVD version of this program, log onto www.calgold.com and type "Lodi" into the search box.



On Thursday, February 7, 2008 many television sets throughout Lodi and the state were tuned to PBS to view Huell Howser's California travel show, Road Trip. In this episode, Huell, an energetic and animated host, visited our hometown and spent a day exploring our vineyards, tasting our wines and making a special trip to the Lodi Wine & Visitor Center.

As stated on the show's website, www.calgold.com, "Lodi is known as the 'Zinfandel Capital of the World' and not only has a wonderful 'wine' community, but is filled with all sorts of things for visitors to enjoy." Huell and his cameraman sidekick, Cameron, started their two day trip at one of our famous Lodi Wine Country directional signs on Turner Road on a foggy, late October morning. From there they were off to the Wine & Visitor Center where Mark Chandler gave them the lay of the land, a bit of history and of course, a tasting of some delicious Lodi wines!

From the Visitor Center, they were off to Phillips Farms/Michael~David Winery where they were greeted by



EFFORT ♦ ENERGY ♦ ENTHUSIASM

Around here we employ my “3 E’s” of marketing – putting out lots of extra **effort** with high levels of **energy** and **enthusiasm!** Here are the results of our outreach in early 2008:

Media Attention

The Wall Street Journal highlighted the Lodi Wine and Visitor Center in a recent story on regional wine tasting rooms. This was accompanied by video clip that can be accessed on the web at www.wsj.com/tastings.

Lodi wines are becoming more widely recognized by the restaurant trade. *Sante Magazine*, a leading publication for restaurant professionals, now features a Lodi section in its Annual Buyers Guide. Catherine Fallis, Master Sommelier, provided numerous complimentary reviews of nationally distributed Lodi wines.

Writer Blair Campbell of the *East Bay Express* attended the recent Zinfandel Advocates and Producers (ZAP) tasting at Fort Mason in San Francisco. His story observed that “the L word we heard invoked more than any other at the tasting, where upwards of 250 California wineries gathered to pour their berry-bomb best, was LODI.”

Events:

The Lodi Wine Country section at the Boston Wine Expo was the place to be! Some 15,000 wine trade and consumers sampled wines from 14 Lodi wineries at the two day show in early February. A similar experience was generated at the Washington, DC

Wine Expo in early March.

International visitor groups to the Lodi Wine and Visitor Center this month included a Canadian delegation brought to us by the Northern

behind the Cellardoor wine tasting room in downtown Lodi – Jessie’s Grove, Michael David, and Van Ruiten Family. Kudos all around.

Recently the world renowned Institute of Master’s of Wine held a four day study session in the Napa Valley, to which I was invited to speak on the *Lodi Rules for Sustainable Viticulture*. I participated on a panel discussion with John Williams of Frog’s Leap Winery, an organic grower, and Mike Benziger, who described biodynamic farming. The audience, comprised of nearly 100 candidates from around the world, enhanced its knowledge of these farming systems and was treated to a tasting of wines grown from each. The Lodi wines showed very well.

Lastly, I am proud to announce that Lt. Governor John Garamendi has appointed me to the Agricultural Advisory Committee for the bipartisan California Commission for Economic Development (CED). The Ag Advisory Committee will provide expertise regarding agricultural business in the state, identify key challenges to

the industry’s growth and help maintain our state’s position as a leader in the global marketplace. In fulfilling this role I will join a cadre of 27 state agriculture leaders, many of whom are familiar to Lodi growers such as Karen Ross, Barry Bedwell, Bob Gallo, Bill Lyons and Len Richardson. I look forward to representing Lodi’s interests on a state level.

“the L word we heard invoked more than any other at the tasting, where upwards of 250 California wineries gathered to pour their berry-bomb best, was LODI.”

- BLAIR CAMPBELL
East Bay Express

California World Trade Center, and a group of students from the University of Dijon, France studying for their Masters in Wine Business.

Dr. Cliff Ohmart and I attended the San Joaquin Council of Government’s Regional Excellence Awards Dinner to receive an award honoring the Lodi Rules Program in the category of Environmental Leadership. Congratulations, Cliff! Also being honored for Economic Leadership were the three wineries

Mark Chandler

2007 CRUSH REPORT:

The 2007 Preliminary Grape Crush Report was published on February 8, 2007. Statewide the 2007 winegrape crush was up 3.3% from 2006 to 3.2 million tons. Crush District 11 saw its 2nd largest historical crush with a 10.3% increase in production from 2006 to 621,470.9. Leading the increase in production was Chardonnay (+17.9%) and Zinfandel (+23.1%). Cabernet Sauvignon and Merlot production decreased 5.4% and 7.1% respectively. Despite looming shortages of key varieties, Crush District 11 average price fell 7.1% to \$398.16 per ton. It is now apparent that the large wineries leveraged their buying power to push grape prices down one last time before the market enters full scale recovery.

The outlook for 2008 and forward is much more optimistic. Local growers and brokers have reported extensive activity in the winegrape market starting as early as December 2007. California wine shipments and demand has continued to rise as production and new acreage remains relatively flat. The light harvests in Europe and Australia has pushed the global supply of bulk wine into much better balance than we've seen in recent years. The total US wine market continues to grow as per capita wine consumption rises and wine is becoming a greater part of the American lifestyle. The US market is poised to become the #1 market in the world for volume and value as the average price per dollar continues to rise. These conditions make the US market the most highly sought after and competitive market in the world as every wine-producing country across the globe sets its sights to our shores.

Looking forward an average size crop in 2008 would further strengthen the demand for California winegrapes. The final crush report will be published on March 10, 2008 and is available at www.nass.usda.gov/ca.

LEADING LODI WINEGRAPE VARIETIES

VARIETY	TOTAL PRODUCTION (TONS)	AVG PRICE/TON
Chardonnay	128,596.70	\$ 397.48
Pinot Grigio	23,158.90	\$ 565.69
Sauvignon Blanc	22,781.50	\$ 406.03
Cabernet Sauvignon	104,349.80	\$ 336.11
Merlot	78,590.70	\$ 379.99
Petite Sirah	20,202.70	\$ 563.09
Syrah	22,269.70	\$ 357.85
Zinfandel	164,130.00	\$ 428.32



ZINFEST NEEDS YOU!

Building off of the success from previous years, the fourth annual Lodi ZinFest wine festival is right around the corner and sure to be a hit! The ZinFest committee is hard at work with endless preparations. We estimate that there will be around 10,000 people participating in this three day community extravaganza.

Friday, May 16 brings the Vintner's Grille at Lodi Lake. This is your chance to see familiar faces, taste fabulous Lodi wines, indulge in a delicious meal by Papapavlo's of Stockton, and watch a fantastic fireworks show all to a backdrop of incredible music and picturesque surroundings. Tickets are \$75 each. Reserve yours today!

Saturday, May 17 brings the wine festival! With fifty of our Lodi wineries pouring their delicious wines, regional restaurants serving up delicious cuisine, live blues, jazz and bluegrass music on the main stage, the always exciting Wine & Cooking School and much more! Tickets are \$35 in advance and \$45 during the event.

Sunday, May 18 is a day of Winery Open Houses throughout our appellation. Each winery will have enticing activities at their own locations.

The ZinFest Committee is always looking for growers and other members of the winery community for assistance with this ever-growing event. If you are interested in helping out with preparations or donating the usage of equipment, crew, supplies, etc. during ZinFest, please contact Courtney Storm (209) 367-4727 or courtney@lodiwine.com.