

## ECONOMIC IMPACT REPORT PEGS VALUE OF LODI WINE AT \$5 BILLION ANNUALLY

In a study co-funded by the Lodi District Grape Growers and the Lodi Winegrape Commission, the Stonebridge Research Group determined that the Lodi region enjoys a \$5 billion dollar bump from the wine industry alone.

Not surprisingly Lodi's wine and vineyard sector provide nearly 15,000 jobs in the region. These jobs generate total wages of over \$493 million. The wine and vineyard sector and its related activities generate more than \$325 million in taxes, this includes \$155 million in State and Local taxes, and \$170 million in Federal taxes. Local taxes are paid in both Sacramento and San Joaquin Counties - you may want to keep these numbers handy for the next time you encounter one of your local elected officials!

There are currently 75 wineries in the Lodi area, employing over 1,300 workers. This is up from about 900 employed in 2001. In 1991, there were only eight wineries in the region, five of which were high volume production facilities. In addition to the area's large wineries, more smaller production boutique wineries and mid-sized wineries

have recently appeared in the area. Tourism expenditures exceed \$400 million annually, with some 2 million visits logged annually.

The Lodi district leads all other California districts in the production of several varieties, including Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc, and Zinfandel. However, Lodi's Zinfandel reigns supreme. There are currently 100,000 vineyard acres in the Lodi region, farmed by 750 grape growers, employing over 3,800 vineyard workers, with 80% of the acreage located in San Joaquin County, and 20% in Sacramento County. The grapes grown in the Lodi region account for 86% of total winegrape production in San Joaquin County and 78% of total winegrape production in Sacramento County. Winegrape production in the area makes up more than 18% of statewide production.

For a full copy of the 9 page report please call Sherri at the Commission office (367-4727).

## ZINFEST 2009 RECAP

We are very excited to share with our growing community that ZinFest 2009 was another great success! A beautiful May afternoon set the atmosphere at Lodi Lake as the 5th annual ZinFest wine festival welcomed approximately 6,000 attendees from throughout the country. Guests enjoyed a variety of live entertainment, the ZinFest Cooking School and newly introduced ZinFest Wine School, local cuisine, arts and crafts, and of course the exceptional wines from the 43 participating wineries. Media coverage for the event surpassed previous years including radio, television and newspaper media, increasing awareness not only for ZinFest, but for the entire Lodi Wine Country. A portion of the event's proceeds benefited student groups at Lodi and Tokay High Schools, local Girl Scout troops, Lodi Rotary Club and the Lodi Amateur Vintners Association. We extend our gratitude to those who continue to support and participate in ZinFest! We sure hope you had fun and look forward to 2010!



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# LETTER FROM OUR NEW CHAIR • JOE VALENTE

As the newly elected chairman of the Lodi Winegrape Commission, this is an opportunity I am looking forward to in representing all of the growers of District 11. I would like to take a moment to tell you about myself. I was born and raised in Lodi and have been involved in farming all of my life. I graduated from Tokay High and received an AA in plant science from Delta College. I have been a vineyard manager for John Kautz Farms for the past 30 years. I really believe that we all need to give back to our community. I have been involved with the San Joaquin Farm Bureau where I am immediate past president; chairman of the Rural Health and Safety Advisory Committee to the California Farm Bureau; past-chairman of the Lodi Chamber of Commerce agribusiness committee; board director of the San Joaquin County Friends of the Fair; active project leader and mentor for the Tokay Colony 4-H club and the Tokay FFA chapter; committee member of the Lodi Winegrape Commission Research Committee; and Commissioner and Officer of the Lodi Winegrape Commission.

I have seen many changes in our area of how we grow winegrapes. Thirty years ago, there were a handful of grape



harvesters in the area. The majority of the grapes were harvested by hand. Today, the majority of the grapes are harvested by machine. Furrow irrigation was a standard practice in irrigating vineyards; today the majority of vineyards are irrigated by drip systems. Because of this method, grapes are now being grown, where once thought it would just be dry land grazing range for cattle. Think back, at the amount of acreage of Tokay grapes that were planted in Lodi compared to the many varieties that now are grown in the area. Just think back 30 years ago, the amount of wineries that were then and the amount there is now in the Lodi area. Many of today's wineries are local family farmers that have expanded their vineyard operations into small wineries. It is the investment by these growers of District 11 who have invested in new machinery, irrigation systems, technology and established new wineries.

The Lodi Winegrape Commission was established to provide the growers of District 11 in new research, education, and marketing of the winegrapes that are grown in District 11. Through these efforts, we have been able to put Lodi on the map and Lodi has become a premier wine growing area.

## 2009-2010 COMMISSION ELECTION RESULTS BRING BACK FAMILIAR FACES

The recent election brought former Commissioners Kevin Delu, John Graffigna, and Jonathan Wetmore back into service, and welcomed Bob Lauchland as a first time Commissioner. John Duarte joins the board as a newly elected Alternate, who is joined by Markus Bokisch, Mike Manna and Bill Stokes, all of whom return to the board as Alternates.

At its June 23 meeting the Commission elected the following slate of officers to the Executive Committee: Joe Valente - Chairman, Ernie Dosio - Vice-Chair, Brad Kissler - Secretary, and Steve Borra - Treasurer. Please congratulate these gentlemen on their new responsibilities and thank them for their service next time you see them around the district.

Retiring from the commission are Past Chair Keith Watts, Secretary Richard Lauchland, Alternates Gary Patterson and Kendra Lange. We want to thank all of them for their time and leadership during their participation on the Commission.

## BUDGET INDICATES OPTIMISM FOR 2009-2010

During the budget process at the June 23 meeting commissioners projected that revenue from all sources would be \$1,447,116, up from \$1,209,063 last year. This includes assessments, grants, and special event income. The assessment rate will be maintained at .45% of gross value (same as previous years). Major expense categories include - Marketing (\$429,524), Education (\$69,164), IPM/Research (\$300,050), Lodi Wine Country Marketing Committee (\$190,460), and General and Administrative (\$281,932) for a total of \$1,401,130, leaving approximately \$46,000 unspent.

Growers are invited to stop by the commission office for a copy of the budget or to have their questions answered. Fully audited financial statements from fiscal year 2008/2009 will be available by the end of August.

## WORLD RENOWN VITICULTURE SCIENTISTS TOUR

Lodi wine region took the world stage last Tuesday afternoon, after a group of 130 viticulturists from all over the world toured the region and then sampled Lodi wines and cuisine at Michael-David Vineyards Bare Ranch. The group was in California to attend a multi-day international conference organized by GiESCO, which stands for Group of International Experts of Vitivinicultural Systems for CoOperation. Some of the GiESCO members that were on the tour are the worlds top viticulture scientists from places such as the University at Geisenheim in Germany, CSIRO Division of Plant Industry in Australia, and the Universita Cattolica del Sacro Cuore in Italy. Other tour members were viticulturists from Universities from around the US, such as Cornell, Washington State University, Oregon State University, and Texas Tech. There were also some people from USDA Agricultural Research Service. The local tour organizers were Paul Verdegaal, UC Davis Viticulture Farm Advisor, and Cliff Ohmart, LWC Sustainable Winegrowing Director, and Dr. Nick Dokoozlian, Chief Viticulture Scientist with E & J Gallo.

The tour participants were greatly impressed with everything they saw on the tour from the vineyards visited, the viticulture being practiced, Lodi's Sustainable Winegrowing Program, and the wonderful wines being made here. One notable attendee was Dr. Richard Smart, from Smart Viticulture, a world renowned viticulture consultant from Australia. After reviewing a copy of the 2nd edition Lodi Winegrower's Workbook at one of the vineyard stops he paid \$100 cash to take a copy home. For more than 16 years GiESCO has been meeting every two years all around the world and this is the first time they met in North America. During the 'Acknowledgements' at the end of the evening meal at Bare Ranch, Dr. Hans Schultz, from the University of Geisenheim, said that the evening event will go down as one of the best GiESCO has experienced.

## FIRST CSU WINE TOURISM CLASS VISITS LODI

A new course has been approved by the California State University system and is being offered at Sacramento State. The class, California Wine Tourism is an introduction to the wine tourism industry in our state that emphasizes marketing wineries, wineries as event stages, marketing related agri-tourism, wine destination "pull" factors, the role of the sommelier, wine region geography, wine science, destination sustainability and wine tourism impact. A recent class field trip included tours of Wine & Roses Hotel and our Lodi Wine & Visitor Center. Professor Greg Shaw writes of the experience:

*"Dear Mr. Chandler,*

*I would like to personally thank you, Russ Munson, Courtney Thommen and Michael Perry, for participating in the first time offering of California Wine Tourism. Students at Sac State, for the first time, were given valuable, industry-related information on wineries, wine tourism and how wine fits into the larger hospitality industry. The class would not have been possible without industry professionals volunteering their time.*

*Now that the semester has ended, the course has proved a success. Sacramento State's President, Alexander Gonzalez, personally pledged his support of the class, and the student response was completely positive. Based on the interest from the university and the student community, we're looking forward to running the course again next spring.*

*On a personal level, I appreciated the ticket to ZinFest. I had a great time (and bought a lot of wine). Thanks once again, and I hope to stay in touch in the future."*

Our very own Rec. grad, Courtney (Chico State), was able to recruit a handful of students from this class to volunteer at ZinFest 2009 and has subsequently had multiple inquiries for wine industry internships. If you have an opportunity available, please contact Courtney.

## WHO'S IN LODI WINE COUNTRY THIS WEEK?

Two acclaimed wine writers, Jane Garvey and Paul Franson recently spent time in Lodi Wine Country for updates on our booming region. Each spent time tasting our wines, touring vineyards and wineries and learning about our sustainable message. Garvey is most recently known for her weekly wine column in the Atlanta Journal. She is also an ongoing contributor for Georgia Magazine and a handful of other publications. Paul Franson writes for Wine Enthusiast, Wine Business, Vineyard & Winery Magazine as well as numerous other publications.

Continuing our efforts to bring attention to the Lodi Appellation, we will be hosting a group of lifestyle writers brought to us by Woodbridge by Robert Mondavi Winery. The writers are from an exciting range of publications including Time, Travel for Forbes Life, CNN Traveler, Wine Enthusiast, Ladies Home Journal, New York Magazine and others.

The Wine Institute will be bringing a group of Korean wine buyers and journalists through Lodi for a tour and tasting at the Wine & Visitor Center in July. This group will be visiting only a few California wine regions, we are honored that Lodi is one of them and hope to form lasting relationships.

The Society of Wine Educators, a long standing and highly esteemed professional wine trade group, is hosting their 33rd annual National Conference in Sacramento and has planned a post-conference Lodi Wine Country tour. In addition Mark Chandler, Dr. Cliff Ohmart and Stuart Spencer will each be speaking during the conference on Lodi wines and sustainable wine grape growing.

# ANNOUNCING TREASURE ISLAND WINEFEST!



The team is back at it! With the support and enthusiasm of a handful of Lodi vintners, we are excited to announce the start of a new adventure: Treasure Island WineFest- Lodi Wine on the Water! This is our opportunity to showcase Lodi wines to the coveted Bay Area market. The event will be held on Sunday, October 11, 2009 from 1 p.m. to 5 p.m. The cost of admission will be \$55 in advance or \$65 at the door.

“We are thrilled to give Bay Area wine lovers a taste of award-winning wines from a rapidly emerging fine wine region,” said Mark Chandler, Executive Director of the Lodi Winegrape Commission. “These are great wines, made by real people, from a great place - Lodi Wine Country.”

Check out more information at [www.tiwinefest.com](http://www.tiwinefest.com)!

## LODI WINEGRAPE COMMISSION Crush District 11

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