



*What you call Crazy...
We call Passion.*

Looking Back, Looking Forward - CAMRON KING, EXECUTIVE DIRECTOR

With harvest comes a new fiscal year for the Lodi Winegrape Commission and, with it, the opportunity to look back at the previous year and a chance to look forward to continuing growth and success of the Lodi winegrape growing region in the coming year. Last year witnessed a great deal of advancement in regional recognition, spotlighting Lodi as a wine region on the rise. The work of the Commission is cross-functional with the three major areas of emphasis being marketing, research and education. Each of these areas provides a platform for promoting Lodi and its vineyards by providing a broad array of programs, activities and services.

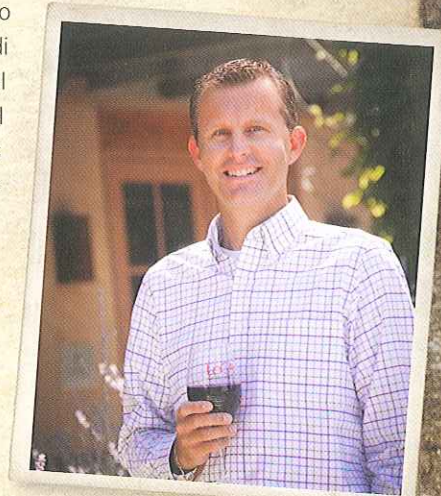
One of the themes which epitomize the Lodi winegrape region is the sense of community and collaboration to drive success and recognition. These attributes are recognized by growers and wineries within our community, by community leaders, the industry at large, wine writers and many others. It is these attributes that make Lodi unique and special. The collective working relationship and leadership that exists here in Lodi is something to be proud of and to build upon as the region and the Commission continue to move forward together. This past year, Commission leaders and staff have worked hard to forge new relationships and solidify existing ones within our local community as well as the industry at large. Forming and maintaining these relationships will help us to identify opportunities to develop tools and services for our growers and to increase the value of winegrapes and wines made from our vineyards.

Some of the community-building we have been doing is here at home and involves developing strengthened working relationships with Visit Lodi! Conference & Visitor's Bureau, the Lodi Chamber of Commerce and other groups seeking to promote various facets of the region. Strengthening these local relationships enables us to better align our messaging and identify ways of supporting one another. This ensures that we are always speaking and acting as a unified region, which in turn strengthens all that we do and further guarantees that the story we are telling about the vineyards and community in which we live and work is conveyed consistently to the world. The alignment with organizations such as the Lodi District Grape Growers Association and San Joaquin County Farm Bureau also allow for collaboration and support of issues that impact you and your work in the vineyards.

We also continue to reinforce our working relationships within the industry by supporting and strengthening Lodi's participation with CAWG, Wine Institute, and other regional groups. These efforts allow us to coordinate and align conversations for broader Lodi messaging and education. Forging stronger research and academic ties with the National Grape & Wine Initiative, UC Davis, CSU Fresno, Cal Poly SLO and others provide a platform for the Commission to learn about cutting edge developments and resources which we are then able to provide to our growers during breakfast meetings, workshops and seminars.

"LoCA - The Wines of Lodi, California" campaign continues to drive recognition and increased perception of Lodi as a world-class, quality wine producing region - a key point in the mission of the Commission. A recent study of the campaign's effectiveness proves that we are moving the needle. Couple the campaign's driving influences with robust public relations outreach and subsequent coverage of the region and it is evident that we are continuing to build on a strong platform, ensuring future success for the entire region.

Looking to the coming year and beyond, the work that has been developed provides the Commission's volunteer leaders (growers, like you) a sturdy foundation from which to undertake new endeavors to promote the region. The following sections are divided by the relevant committees that are tasked with pursuing the key tenets of the mission of the Commission. Keep an eye on your e-mail and postal mailbox as we will be stepping up our efforts to keep you informed and up to date on the efforts the Commission is taking to keep our eyes on the future!



Chair's Report - CRAIG LEDBETTER, COMMISSION CHAIRMAN



Lodi is not an island, but rather an integral part of the California wine community and our local community as well. It is through the strength of us as growers and wineries working together that Lodi has come a long way in terms of recognition as a region and that our vineyards have grown in numbers and value. Lodi is the envy of many winegrowing regions throughout California and across the country in terms of how well we work together to seek the overall growth and success of our

local industry.

Lodi has a strong agricultural heritage and it is something that we are all very proud of, but we are also a region of leaders. Lodi continues to provide great leadership in supporting and promoting local organizations as well as statewide and national winegrape organizations and this is something that we cannot relent on being a greater part of. It is through this forward-thinking, leadership approach as a region coupled with paying tribute to our history that we will continue to achieve great success as growers.

Promoting Lodi is not just a job for the Commission to undertake, but an important role for each of us as growers and members of the Lodi community, and for our partners, businesses, and community leaders to undertake together. Our region will benefit from a strong unified voice, allowing us to create increased value for our grapes. A collective voice promotes the region and our vineyards in a way that resonates louder and more clearly than if we are each individually promoting our own vineyards. Does this mean that each

of us don't seek to sell our individual fruit by our own accord? Absolutely not. Our job as growers is to produce beautiful fruit that keeps each of our vineyard operations in business for many years to come. This being said, when promoting your vineyards and fruit, lead with Lodi! When talking with grape buyers, winemakers, and anyone you come into contact with, I suggest that you - first - share your pride in Lodi and then go on to sell your vineyard and fruit within that context. Again, a unified message and story will help us all raise the tide together.

Each and every one of us is the Commission. It is not an exclusive organization and it is not just staff members working in the office. We, as growers, are the Commission and we all have a role to play in ensuring the success of our vineyards, the region and the Commission as an organization. There are numerous ways to get involved in the work that is being done on behalf of all of us. There are committees that function to address different areas of the Commission's focus that you can join, regional events to participate in, educational meetings and workshops to take advantage of, and more. It is a matter of becoming involved and working together to ensure that we are all moving Lodi forward - TOGETHER.

The coming year will hold a number of great opportunities for the Lodi region and in the following sections you will get a thumbnail sketch of what the different committees of the Commission have accomplished in the last year and look forward to undertaking in the current year. Granted, this is just an overview and there is a great deal more going on, but please take this as an opportunity to catch up on the activities of the Commission and to think of ways you might want to get involved in working collaboratively to move Lodi forward!

A handwritten signature in black ink, appearing to read 'C. Ledbetter', written in a cursive style.

Grower Marketing Committee

The Grower Marketing Committee has jurisdiction over the Commission's main areas of marketing focus which include overseeing "LoCA - The Wines of Lodi, California" advertising campaign and public relations efforts as well as the development of a winegrape marketing program. The primary goals of the winegrape marketing program are to successfully increase recognition and perception of Lodi vineyards as a source of quality grapes for wineries and to assist in increasing the value of the grapes, resulting in higher payouts to Lodi growers.

This past year, the committee worked with Wine Opinions - the

leading research provider to the U.S. wine industry - to complete a comprehensive market study of both consumers and wine professionals to determine the effectiveness of the LoCA advertising and marketing campaign thus far. As some of you might remember, Wine Opinions conducted initial research before the launch of the LoCA campaign in 2011 to gauge awareness of the Lodi region and perception of quality of its wines with the general consumer audience. The outcome of this last year's market study proves that, with just two full years under its belt, the LoCA campaign has begun to move the needle with the consumer population and wine

GROWER MARKETING COMMITTEE CONTINUED:

professionals in terms of recognition and prestige for Lodi as a premium winegrape producing region. Results showed that the percentage of consumers who are aware of the Lodi region has increased as has the percentage of quality ratings of Lodi wines. While results from this last year's market study were primarily positive, the study also indicated that there are still barriers to overcome, reinforcing the need to continue marketing and outreach efforts.

Additional activity within the scope of the LoCA campaign included creation of two new print ads and six new videos in the "LoCA Thoughts" series. Digital advertising also expanded from being present primarily on the West Coast to being present in the secondary markets of Arizona, Nevada, Colorado, Texas and Florida. Statistics from the last year indicate that a variety of digital ads marketing the "LoCA Thoughts" videos grabbed the attention of consumers for more than 50 seconds - that's 80% above industry average (and pretty darn good considering that each video is only 15 to 30 seconds in length)! Results like this tell us that people are interested in what we are doing and are engaging with our brand. To date, the "LoCA Thoughts" videos have been viewed more than 540,000 times and this number continues to grow daily. The committee also worked closely with MeringCarson over the last year to increase the fan base on our Facebook page. By strategically promoting weekly posts, the number of fans who "Like" the Lodi Wine Facebook page increased from approximately 7,000 to over 49,000 today. A larger fan base allows us the opportunity to share our story with a broader, more qualified audience on a daily basis.

The committee continues their partnership with public relations firm, Charles Communications Associates, out of San Francisco. Within the last year, targeted outreach efforts to qualified wine writers and bloggers successfully yielded story placement in top national print publications and online sources including Chicago Tribune ("Loads of promise in Lodi," Bill St. John, July 3, 2014), Details Magazine and Yahoo! Voices ("5 Reasons Why Lodi is the Next Napa Valley," Anthony Giglio, April 18, 2014), Tasting Panel ("Eclectic, Electric Lodi Zinfandel," Deborah Parker Wong, March 2014), Organic Wine Journal ("Organic vs. Sustainable - Kevin Phillips of Michael David Winery," Adam Morgenstern, July 25, 2013), and more. Additional PR outreach in the last year has included hosting single and groups of wine writers in Lodi for one day, up to three days, of vineyard and winery tours and tastings. With each visiting writer, careful efforts are



made to include as many growers and vintners in the itinerary as possible, providing these visiting writers an authentic, unparalleled experience of the region and its wines. Charles Communications continues to supply innovative channels for media outreach, one of which is "Lodi Live" - an hour-long online tasting where a set of Lodi wines is mailed out in advance to 20-24 wine bloggers across the country who then simultaneously taste and discuss the wines, many of them sharing their comments with thousands of followers on Twitter at the same time. To date, eight "Lodi Live" tastings have been hosted, garnering upwards of 100 blog articles about Lodi wines and the region.

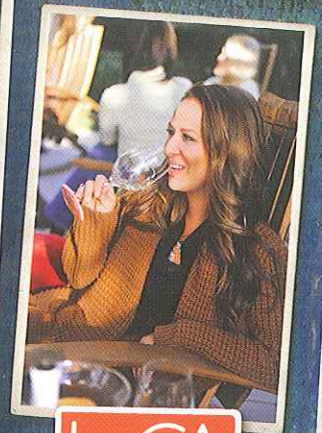
On the side of winegrape marketing, the committee is looking at new opportunities for making connections with winegrape buyers and wineries. Development of new wine industry email newsletters, designed to continue to keep Lodi's vineyards top of mind and buyers informed about developments in the region, is currently underway. Additional winegrape marketing outreach being looked at by the committee involves working with one to two well-connected, retired wine buyers in other parts of the state to create opportunities for Lodi growers to make connections with wineries interested in buying Lodi grapes. This innovative and personal connection opportunity is not an effort to broker grapes, but rather an opportunity for education and outreach.

Lodi continues to be a leader in the winegrape community and the positioning of our vineyards as a source of world-class fruit is crucial in continuing that movement. The coming year holds a number of opportunities in terms of outreach within the industry and with consumers and the committee looks forward to reaching out in new and innovative ways through the development of partnerships and working relationships and by parlaying our continued advertising and marketing success into greater recognition.

GROWER MARKETING COMMITTEE MEMBERS:

RICHARD LAUCLAND - CHAIRMAN,
JOE BERGHOLD, KENDRA LANGE,
CRAIG LEDBETTER, MATT PERMAN,
BEN KOLBER, KYLE LERNER

Passion runs through
our vines.



lodiwine.com

Lodi Wine Country Committee

The Lodi Wine Country Committee is comprised of winery principals and representatives who wish to support the Commission's overall efforts of increasing regional awareness and recognition, boosting traffic to Lodi winery tasting rooms and driving sales of Lodi appellation wines. The committee strives to meet these objectives through the development of and participation in both regional and national events and joint marketing initiatives with the Commission and various committees that strategically benefit the Lodi brand development.

As part of a collaborative effort to increase awareness of the Lodi region, the committee sponsors various wine events throughout California and the country on a yearly basis. The committee's sponsorship provides a platform for Lodi wineries wishing to participate but who might otherwise not be able to do so due to expensive entry fees. Participation in these events complements the efforts of the LoCA campaign by increasing visibility in key markets. Over the course of the last year, the committee sponsored and coordinated Lodi winery participation in seven regional and national festivals including Steamboat Springs Wine Festival, CO (August 9 & 10, 2013), Denver International Wine Festival (November 7 & 8, 2013), San Diego Wine & Food on the Bay (November 22 & 23, 2013), Boston Wine Expo (February 15 & 16, 2014), New Orleans Food & Wine Experience (May 21-24, 2014), and more. As part of the coordinated effort, Lodi wineries travel together and participate in these events as a group, meaning that their winery tables or booths are set up side by side, categorized under the Lodi region and not alphabetically (as is most often the case at these events) by individual winery. By participating as a group, these wineries provide consumers with the message of Lodi first and the message of individual brand second. One way that the committee ensures consistent regional brand messaging at these events is by creating and displaying LoCA-branded graphic banners, flags, and wine trail maps as well as giveaway items like tote bags,

T-shirts and corkscrews. These efforts of the committee have led to a dramatic increase in terms of recognition and interest from consumers, trade and media in those markets that the Lodi region has travelled to together.

As an effort to increase traffic to the Lodi region and boost wine sales, the committee also hosts wine tasting events in Lodi which

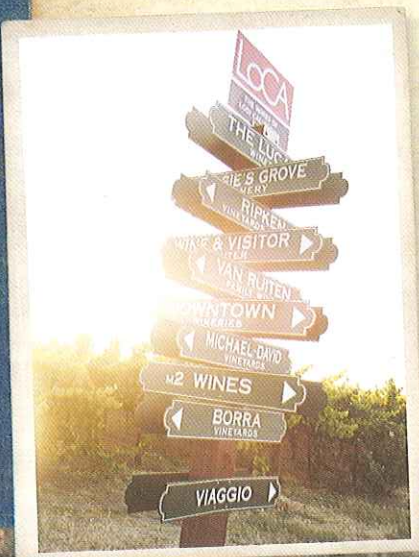
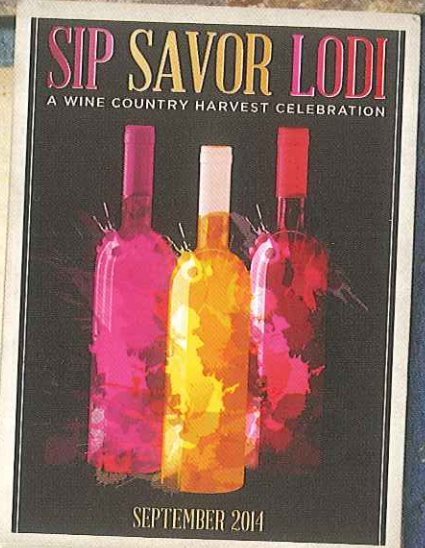
include the annual Wine & Chocolate Weekend – an event that has been described by Gayle Keck (Examiner.com) as a “fantasy kickoff to Valentine’s Weekend.” Last year saw the committee celebrate the 17th annual Wine & Chocolate Weekend which drew more than 5,400 consumers from across 13

states to the Lodi region. Over the course of two days, consumers had the opportunity to visit 58 Lodi winery tasting rooms while enjoying handcrafted wines paired with decadent chocolate delights like chocolate bread pudding, brie and chocolate Panini’s, and enchiladas with chocolate mole sauce. Thirty-one percent of Wine & Chocolate attendees were first-time visitors to the Lodi region with a resounding 99% of these attendees indicating that they would return to the region for wine tasting in the near future. This fall, the committee is launching Lodi wine country’s newest event – “Sip Savor Lodi” – a harvest-themed celebration weekend, set for September 26-28. The event seeks to provide consumers various ways to engage with the bounty of the Lodi wine region during the harvest season and will be composed of three, fun and unique elements including an exquisite harvest dinner on Friday evening followed by winery cellar tours on Saturday and a grand tasting on Sunday.

On the marketing and advertising front, the committee partnered with the Grower Marketing Committee this last year to fund digital ad placements in the Sacramento International Airport (SMF). The ads at SMF run alternately on a total of 14 seventy-inch LCD screens located in baggage claim in both terminal A and B, helping create regional awareness and visitation from some of the more than 9 million travelers annually. The committee continues to drive visitation and regional awareness through marketing efforts such as maintaining accurate and attractive wine trail maps and directional signage, producing informational brochures about the region for handout at events inside and outside of the region, and more.

LODI WINE COUNTRY COMMITTEE MEMBERS:

STEVE FELTEN - CHAIRMAN
JON BJORK, LANI HOLDENER, CHARLENE LANGE,
JORJA LERNER, MIKE MCCAY, DAVE PHILLIPS,
JEREMY & CHORAL TRETTEVIK, SUSAN TIPTON



Lodi Rules Committee

Lodi has been the leader in winegrape sustainability since the inception and development of the Lodi Winegrowers Workbook and the subsequent Lodi Rules for Sustainable Winegrowing certification program. Last year, a comprehensive update to the certification standards was launched and growth in the program was realized both within Crush District 11 and by newly enrolled growers participating in the program from outside of the district. As this program continues to grow and evolve, many grape buyers and wineries, as well as regional, national and international wine buyers see the rigor of the program as a value-added proposition for including Lodi in their purchasing decisions. The Lodi Rules Committee looks forward to protecting and ensuring the continued value and applicability of the program for Lodi's growers.

In the coming year, the committee will take measures to protect the investment that has been made by growers in the development and implementation of Lodi's sustainable winegrowing program by enacting a set of branding guidelines for the use of the Commission-owned Lodi Rules seal on wine labels. More and more wineries - inside and outside of the region - are including this seal on their wine labels and it is important to take steps to protect its use and the accompanying messaging.

As the leader in providing you with valuable tools to ensure continued success in your vineyards, the committee is beginning to take the first steps of ensuring that the Lodi Winegrowers Workbook is up to date and remains a valuable resource for you. Committee members will work with members of the Research Education and Communication Committee and other growers to make this review and update accurate and successful.

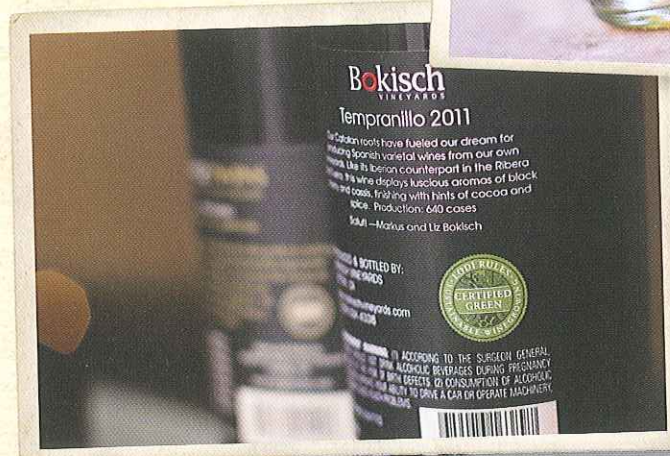
An analysis of confidential certification results broken down by standards will provide the committee with important information from which to consider incorporating new and expanded educational session topics for the grower community. As well, the lessons learned by partner organizations and supporters such as Pacific Gas & Electric and others provide benefits to those interested in participating in the Lodi Rules voluntary certification and to those interested in implementing practices that realize economic and/or environmental value for their operations.

As participation in the Lodi Rules program continues to grow and interest from winegrape buyers increases, the committee looks forward to continuing to provide a voluntary value-added certification program for those growers interested in participating. The market for sustainable certified wines is growing, and the Lodi

Rules program enables growers to have a competitive edge in today's winegrape market. Overall, fiscal year 2013-14 was a landmark year for the Lodi Rules Committee, and there are no plans to sit idle in the year to come!

LODI RULES COMMITTEE MEMBERS:

CHRIS STORM - CHAIRMAN, LEE CATON, BRUCE FRY, STAN GRANT, AARON LANGE, STANTON LANGE, KEVIN PHILLIPS, STEVE QUASHNICK, WARREN BOGLE



Research, Education and Communication Committee

The REC Committee is tasked with multiple areas of focus which include working with different academic and research institutions and organizations, to maintain a robust education and outreach program, while developing communication services to aid the Lodi grower community. Fiscal year 2013-14 saw a number of new developments under the scope of this committee's work, including:

- The launch of a new dedicated winegrower website, www.lodigrowers.com;
- Regular e-mail blasts with informative and relevant articles sent to growers;
- Grower-focused print newsletters;
- Numerous practice and research based breakfast meetings and field demonstrations;
- Continuing development of various IPM programs and provision to growers of implementation items such as owl boxes to be used in the control of potentially damaging pests;
- "The Coffeshop" - A robust blog on lodigrowers.com that serves as an available, educational resource to growers; and
- Development of a Twitter account, handle @LodiGrower, to provide real time communication to and within the grower community.

These highlights from the past year will serve as the committee's foundation for work in FY 2014-15.

In the coming year, the committee's focus will remain on further developing relationships with academic and research institutions. These efforts will serve to further utilize the human and vineyard resource capital that exists here in the region as a basis for cooperative research work to be done. Commission staff and the committee are committed to work with UC Davis, Cal Poly SLO, CSU Fresno and others to bring real and efficient research and educational resources to the Lodi winegrowing community in the year to come. Great foundations were laid in FY 2013-14 and this will

lead to more work being done in the vineyards of Lodi in the coming year. The committee also remains committed to working with UCCE specialist Paul Verdegaal and other local agricultural commissioners and agents to support the region's advancements.

On a broader level, the committee is focused on being a cooperative and collaborative part of larger research efforts including providing a contribution to the American Vineyard Foundation to support viticultural research. Additionally, membership in the National Grape & Wine Initiative (NGWI) allows the committee the opportunity to cooperate with other grape organizations to advocate for research funding from federal agencies and to work to develop resources that directly benefit Lodi growers. For example, NGWI is a supporter on a major trunk disease research project within the USDA Agricultural Research Service and the Lodi region is now a cooperator who will be providing study sites as well as outreach and education on research developments. The committee will continue to seek out research and education opportunities that arise out of these kinds of membership; support and collaborative opportunities to continue to meet the mission outlined above.

Continuing with the communication platforms that were developed in the last year, the REC committee will be re-focusing on more traditional means of communicating with growers. These will include providing a more regular schedule of newsletters focused on grower-specific issues while complementing those newsletters with marketing-focused newsletters. This will also include an annual recap (just like this newsletter) that keeps the grower community better informed of the work of this specific committee and the overarching work of the Commission as well.

The coming year also provides the committee the opportunity to fill in the identified coverage gaps in our current weather system which is accessible for use to all Lodi growers. By undertaking this task, the committee will be able to offer a more comprehensive system of weather stations that serve the grower community, by providing you access to vital information to help protect your vineyards from adverse weather conditions.

RESEARCH, EDUCATION & COMMUNICATION COMMITTEE MEMBERS:

CHAIRMAN CHARLIE STARR, JOE VALENTE, BRAD GOEHRING, LEE CATON, DEVIN CLARK, AMY BLAGG, CHRIS STORM, PAUL VERDEGAAL, LARRY WHITTED, GALEN SCHMIEDT, BEN KOLBER, BILL THOMAS

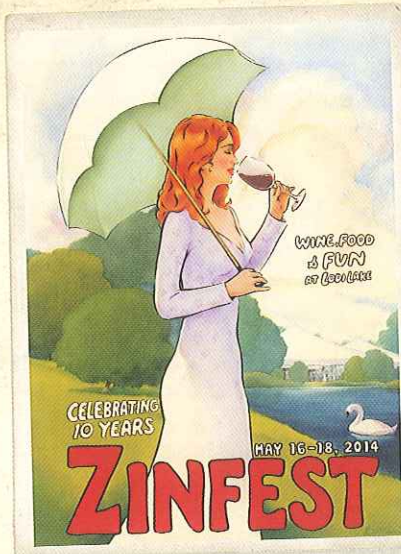


California Wine Education Foundation (CWEF)

The CWEF is the valuable marketing partner developed in collaboration with the Commission a number of years ago to help expand the marketing scope and reach of the Commission through activities such as operating the Lodi Wine & Visitor Center and hosting local events like the ZinFest Wine Festival and Sip Savor Lodi as well as stand-alone Lodi events outside the region. The Wine & Visitor Center operation and these events are valuable platforms that provide numerous benefits and opportunities for growers, our community, media and buyers alike.

Over the course of the past year, the CWEF Board of Trustees has made great strides, working to ensure that the operations of the Wine & Visitor Center are sustainable, valuable, and provide the optimal experience for everyone. Visitation to the region has increased and it is estimated that the Visitor Center has played host to well over 35,000 people in the last year. This statistic is a marked sign of increased interest in Lodi's wine community. More and more wines are being made bearing the Lodi appellation on the label and the Wine & Visitor Center continuously seeks to highlight the use of Lodi fruit in these wines and its great quality in the glass. In the coming year, the Board of Trustees will be looking at ways to make the Visitor Center experience fresh, interactive and educational for all guests. A refresh project is underway; design concepts are being developed and there are a number of new elements slated to bring educational exhibits back into the space.

Another valuable resource of the Wine & Visitor Center is that it provides growers with a fantastic place to bring and meet with winegrape buyers, allowing them to taste through wines made from Lodi fruit and to see, firsthand, the potential our region has to produce world-class winegrapes. As a Lodi grower, you also receive a discount on any purchases you may wish to make at the Visitor Center. This exclusive opportunity allows you to come in, enjoy the fruits of your and your neighbor's labors and purchase discounted wines to enjoy with friends and family or use for the purpose of marketing and selling your fruit. Moving forward, please consider taking advantage of the Lodi Wine & Visitor Center as a place to meet, taste wines and to make purchases for your enjoyment and use. The Center is the Lodi winegrape community's opportunity to highlight the bounty of our region and a great resource for you. It continues to be the envy of wine regions throughout the state and something for each and every one of you to be proud of.

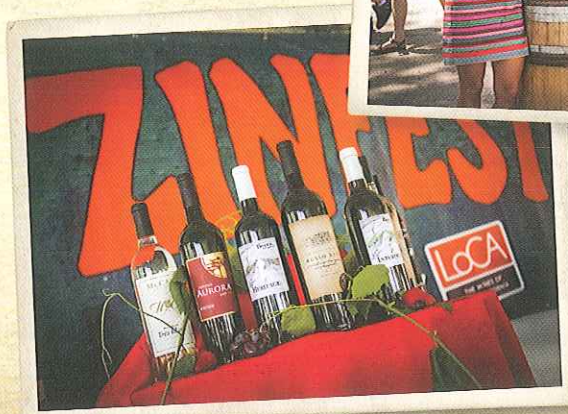


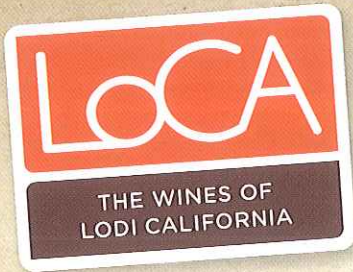
The annual ZinFest Wine Festival and other Lodi wine country events developed through CWEF are seamlessly integrated into the overall marketing programs of the region, bringing thousands of consumers, numerous wine trade and media, and buyers from throughout the country and beyond into Lodi to experience and enjoy our region and our wines. This past year, ZinFest drew an amazing national and international audience - boasting nearly 4,000 consumers from at least 21 states and Canada - and generated amazing press for the region and for our flagship grape, Zinfandel. Not only is ZinFest a powerful tool for promoting our flagship grape, it also serves as a great platform for developing increased recognition of the diversity of grapes being

grown in the region and our significant role in the broader California wine community. In the year ahead, the CWEF will continue to develop these opportunities and others to complement the work of the Commission.

CALIFORNIA WINE EDUCATION FOUNDATION BOARD OF TRUSTEES

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ERIC DAEGLING,
STEVE QUASHNICK,
CHARLENE LANGE,
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CAMRON KING





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The Board of Commissioners and Alternates serves the Commission with oversight and direction, providing strategic input and guidance as well as financial review of the growers' dollars to fund and meet the Vision of the Commission.

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ED VAN DIEMEN, VICE CHAIR
GALEN SCHMIEDT, TREASURER
JOHN GRAFFIGNA, SECRETARY
JOHN ANAGNOS
KEVIN DELU
BRUCE FRY
STANTON LANGE
BOB LAUCHLAND

ALTERNATES FOR 2014-15

KENDRA ALTNOW
NICK BOKIDES
LEE CATON
PIETER DEN HARTOG
BEN KOLBER
RICHARD LAUCHLAND
JOHN SHINN
CRAIG WATTS
TODD WILLIAMS

OUTGOING COMMISSIONERS/ALTERNATES

The Board of Commissioners would like to thank the following growers who have served as either Commissioners or Alternate Commissioners and have stepped off the Board in 2014.

KRIS GUTIERREZ
MATT PERMAN
DAVE SIMPSON

COMMISSION STAFF

CAMRON KING, Executive Director
MOLLY BJORK, Administrative Assistant
JEREMY BOWE, Tasting Room Manager & Wine Club Director
SHERRI CASCADEN, Event Coordinator
RENEE CHAPPIUS, Accountant
JENNY HEITMAN, Marketing and Communications Coordinator
MATTHEW HOFFMAN, Grower Program Coordinator
STUART SPENCER, Program Manager