

Stuart Spencer - Appointed Executive Director



Bruce Fry, Gary Valente, Joe Valente, and Stuart Spencer at a Vineyard Demo on May 3rd

I am honored and excited to be the new Executive Director of the Lodi Winegrape Commission. I have been fortunate to spend the past 19 years at the Commission working for Lodi winegrowers. It's been an incredible journey, and we've accomplished many great things working together as a staff, board, growers and vintners. It is this sense of community and collaborative culture that sets Lodi apart, and will lead us to new heights.

In the coming months, the Lodi Winegrape Commission Board of Directors is going through a strategic planning process to outline priorities and develop clear-cut objectives and goals. A critical element of this process is getting input from the larger winegrowing community so that we can deliver long-term value to Lodi winegrowers. We welcome your input, and please reach out to me with any questions, thoughts, or concerns.



International Team Lodi at the 2018 ProWein Festival in Germany

I believe there are several key elements to our success in the coming years, and we must work efficiently and effectively as a community to ensure our long-term success. More practically put, in the next five years we need to prioritize -

- Diversifying the winegrape market by bringing new buyers and vintners to Lodi.
- Expanding the number of Lodi-based wineries. They are the ones intersecting with the trade and consumers, and constantly promoting Lodi wines.
- Providing educational opportunities for growers to increase their operational efficiency.
- Increasing the penetration of Lodi wines in national and global markets.
- Elevating Lodi as a key wine country travel destination.
- And fostering a culture of quality that partners growers and vintners. These partnerships will result in more and better wines to promote the region.

These factors are essential to creating a more highly diversified winegrape market for Lodi grapes, building brand awareness of Lodi wine, and capturing the hearts and pocketbooks of wine consumers across the globe.



Stuart Spencer with fellow Lodi Native Growers

I am certain Lodi's best days are ahead, and that we will accomplish many great things working together as a community. My door is always open, and I welcome the opportunity to talk any time. I encourage each of you to drop by and visit us at the Commission office, attend a committee meeting, and get involved. One thing I've learned over the years, is that we are at our best when we take risks, work together, and work hard. Lodi is a special place! Full of visionary thinkers, rich heritage, incredible vineyards, delicious wines, and great people. I am excited about where Lodi is going, and how we can help it get there.

Cheers! *Stuart Spencer*

Executive Director, 209-367-4727, stuart@lodiwine.com

Here Comes the Mildew Again

THE CHALLENGES OF MANAGING POWDERY MILDEW IN THE ERA OF FUNGICIDE RESISTANCE.

BY WALT MAHAFFEE, USDA-ARS OREGON



*Powdery mildew lesion
Powdery mildew damage on grapes
Photos by Brent Warneke*

Many felt like mildew was raining down last year and nothing they did would slow it down. You might have heard of the results from our American Vineyard Foundation (AVF) funded research on DMI (FRAC 3) and strobilurin (FRAC 11) fungicide resistant powdery mildew and think/hope that this was the cause of all your problems.

Well, that is probably not accurate. In over 30 years of research, I have found nothing that easily explained. Managing grape powdery mildew is an intricate dance with mother nature, and she likes to change the steps without warning. Thus, it is very easy to get out of sync with her. Last year, she changed a lot of steps.

Strike one. There were massive amounts of water in the ground – about double normal – but the air and ground temperatures were normal, so bud break rolled in at its normal time. Unfortunately, your tractors couldn't. The rains in March made sure the mildew epidemic was starting early while your tractors sat idle waiting for the ground to dry. Then the temperatures and humidity combined with reduced solar radiation to make for rapid shoot growth and massive succulent leaves – the perfect environment for mildew infection.

While we are here, did you calibrate your sprayer/duster over the winter? Did you check to see if you are getting the coverage needed? If you didn't, you're facing a lefty with a wicked fastball. A poorly calibrated sprayer can cause too little fungicide to land on the plant or excessive spray that often does not stay on the plant. Either way, money and time are wasted and often disease management is compromised.

Spray calibration and coverage (deposition) are not the same thing. Calibration is measuring the volume of material leaving the sprayer/duster. This knowledge allows to you better guess how much will land on your target. Assessing coverage is difficult work since you really can't calculate it – you have to measure it. The easiest and most practical method is using kaolin clay or micronized sulfur in your sprayer and examining the pattern on leaves and clusters. You can use the "PMapp" app (Apple, Android) to help train your eye to judge coverage on clusters. Next easiest is placing water sensitive paper on the back side of leaves and clusters (e.g. the hardest area to reach) and using the SnapCard app (Android, Apple) to measure coverage. Andrew Landers has a website and a great book "Effective vineyard spraying, 2nd edition" that has many more details on measuring calibration and coverage.

The most common coverage issues I have observed over the years are:

- 1) trunk suckers not getting sprayed
- 2) nozzles not pointing at the canopy – either missing parts of the canopy or spraying at the sky or ground
- 3) driving too fast, causing spray to not penetrate the canopy – it takes time to create the turbulence needed to make leaves move out of the way and allow spray into the interior of the canopy.

Strike two. Shoot growth was fast which means application intervals needed to be more frequent than most years. Only a few fungicides move very far from the point of application and those that do move can be quickly diluted to ineffective concentrations with plant growth. Effective application intervals match plant growth, not a calendar. The bigger the leaf, the harder it is to move the leaf with air and the bigger the canopy, the more likely leaves will overlap with other leaves to form a wall that prevents

fungicide from penetrating the canopy. The other issue with big canopies is that they trap humidity and reduce light penetration to make the environment more suitable for mildew development. This often leads to the disease developing right in the cluster zone.

Did you adjust application volume up, adjust the air velocity, and drive slower with the change in canopy size?

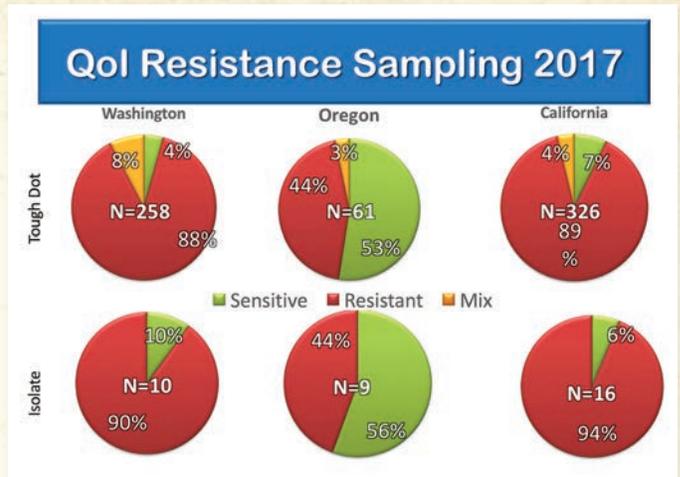
I heard some say that the Gubler/Thomas model did not indicate the need to spray. A common misconception about the G/T index is that it indicates spray/don't spray. That is not what it was designed to do. The index hints at the application interval you should be using based on temperature. Low index = longest label intervals. High index = shortest label intervals. However, you still need to consider how much disease is in the canopy and how much growth has occurred in deciding the application interval. As good as the index is for many regions, I have found over the last twenty years that it tends to underestimate risk of infection in overcast environments and inside dense canopies; especially if there is a lot of lateral growth. Regardless of the index, you still need to keep tissue protected and keep up with plant growth. The weather did not make that easy in 2017.

Targeting applications of mobile chemistries at 50% bloom could go a long way in helping keep the fruit clean. Our research funded by the Oregon Wine Board examining fungicide timing is summarized online. Of course, these timings require a good management program before and after flowering and assume that the fungicide reaches the fruit zone.

Leaf pulling anyone? It is something to think about when vigor can't be managed with irrigation.

Fungicide selection is always a difficult topic because of the multitude of factors that go into what is chosen. We could all argue for days about what is the right rotation and when to use what products. There is not a correct answer because of the diversity in how vineyards are designed, managed and their microclimates. Thus, selection comes down to understanding products and their limitations. For example, I keep hearing folks talk about eradicants. In my opinion, there is no such thing. I have not seen any data that convinces me that any currently registered product is an eradicant. I prefer to use the term "knock-down." These products (e.g. oils) can slow pathogen growth and sporulation for a period of time and sometimes result in the colony no longer producing spores. However, I think more often than not the colony recovers and sporulates again, but for a shorter period of time. This is largely because the plant's natural defenses catch up with

I keep hearing folks talk about eradicants. In my opinion, there is no such thing. I have not seen any data that convinces me that any currently registered product is an eradicant.



Charts showing the high levels of FRAC-11 (strobilurin) fungicide resistance in lesions sampled in Washington, Oregon, and California in 2017.

the pathogens' growth, which has been slowed by these products. Do not get me wrong; "knock-down" products have their place in a management program, but they are not a magic bullet that gets you out of trouble. Like all fungicides, they only slow down the rate of disease development. Their best place seems to be as a tank mix with another compatible chemistry.

Now for the 100mph fast ball – fungicide resistance. Over the past 3 years, we have been developing tools to assess mildew resistance to FRAC 11 and FRAC 3 chemistries. Last year with funding from AVF and Washington winegrape growers and the help of Michelle Moyer, Monica Cooper, Rhonda Smith, Mark Battany, Larry Bettiga, Glenn McGourty and crop consultants, we conducted an extensive survey for FRAC 11 Resistance in Oregon, Washington, and California vineyards having trouble managing mildew. The results were not encouraging – over 90% of the 645 samples had the G143A mutation associated with strobilurin resistance. Based on the DMI bioassay results, it appears that most isolates are resistant to either FRAC 11 or FRAC 3 chemistries with ~60% resistant to both.

The sky is not falling. We – there is a large team – do not know that these numbers represent the whole industry. The samples that we have examined are largely from vineyards that were having issues with managing mildew. This coming year, we are hoping to partner with even more grower groups and consultants to extend the survey for fungicide resistance. Our collaborator Ioannis Stergiopoulos at UC Davis is busy sequencing samples looking for the potential of resistance to the FRAC 7 SDHI and FRAC 13 chemistries. Another collaborator, Tim Miles, now with University of Michigan, is working on developing new monitoring assays and improving existing ones. Lastly, with leadership of Brian Bailey at UC Davis, we are working on a computer simulation environment to test how fungicide programs effect disease spread and fungicide resistance development. This environment would be similar to how engineers design and test structures in computers before building one or two prototypes to confirm simulations.



Now this leads to the last subject. Do you talk with your neighbors about what chemistries they are using and share what and when you use them? If not, why not? Mildew does not respect a fence line. It will flow back and forth and your problems are your neighbors and theirs are yours. How can you properly rotate chemistries if your neighbor is out of sync with you? I have seen spray records from adjacent vineyards where each grower had a very good fungicide rotation, until looking at them in aggregate, the mildew in the area had seen a FRAC 11 fungicide application for 9 weeks in row. So much for resistance management.

Strike three.

This is why we are working with Michelle Moyer to develop FRAME networks. FRAME (Fungicide Resistance Assessment Mitigation and Extension) networks will create the tools and the infrastructure for growers, consultants, manufacturers and researchers to collaborate in developing fungicide stewardship programs. These networks can be at various scales from a few adjacent growers to entire valleys. Their intent is to aggregate individual data so that your own limited data can be leveraged to increase its value to you.

If you are concerned about powdery mildew fungicide resistance, we have kits available for sampling so drop us an email (walt.mahaffee@ars.usda.gov) or contact the Lodi Winegrape Commission for a kit. We have a rapid (2-3 days from receipt of a sample) molecular assay to test for FRAC 11 resistance. All other fungicides require time-consuming bioassays. Unfortunately, we have limited capacity to conduct bioassays and will only be able to examine a subset of samples sent to us. If sending samples, please provide spray records for 2016 and 2017 as well as 2018 with your sample. We will select which samples get processed in bioassays.



Don Winkler, Mike Potashnik, and Kyle Lerner during the International Wine Review Tour of Lodi. Photo by Randy Caparoso, who graciously organized Don and Mike's tour.

Most Extensive Lodi AVA Report Released!

Towards the end of 2017, Lodi hosted the International Wine Review duo of Don Winkler and Mike Potashnik. These two worldly gentleman professionally and thoroughly study a wine region's viticulture, wineries, people, history, and market issues in addition to tasting hundreds of wines in order to produce thorough reports. Their 65th Report, "The Vines and Wines of Lodi" is packed with viticultural details and many of your friends! If you are part of the Lodi Winegrowing Community, email stephanie@lodiwine.com for a PDF link. You can also pick up a hard copy of the report at the Lodi Winegrape Commission office (2545 West Turner Road, Lodi).

Nutria Confirmed in San Joaquin County

NEW INVASIVE PEST IN NORTHERN CALIFORNIA

The California Department of Fish & Wildlife confirmed the presence of nutria on agricultural land west of Stockton in San Joaquin County, which makes the fifth CA county (Fresno, Merced, Stanislaus, and Tuolumne) where the destructive rodents have been detected since their reappearance in California in spring of 2017. Their burrowing and capacity to reproduce exponentially jeopardizes the Delta's network of levees, water conveyance systems and flood-control protections.

IDENTIFYING CHARACTERISTICS:

- CONSPICUOUS WHITE WHISKERS
- MUZZLE OFTEN WHITE
- TAIL ROUNDED, RAT-LIKE, AND SPARSELY COVERED IN COARSE HAIR
- TAIL STILL WHILE SWIMMING; BODY PROPELLED BY FEET
- ADULT SIZE: 10-20 POUNDS; BODY LENGTH TO 2 FEET, WITH 1 FOOT TAIL
- JUVENILES SIMILAR IN SIZE TO MUSKRATS
- HUNCHED APPEARANCE ON LAND

PLEASE REPORT ANY NUTRIA SIGHTINGS TO THE DEPT. OF FISH AND WILDLIFE'S HOTLINE, WHICH THEY CHECK DAILY (866) 440-9530.



NUTRIA TRACKS

Partially webbed; one free toe.
5 front toes; 4 visible in tracks.

Rear track up to 6 inches in length. Narrow tail drag may accompany tracks.



Photo by Randy Caparoso.

COMING SOON: WINE TASTINGS FOR THE SERIOUS GRAPE GROWER

Date & Times: various TBD, starting this summer

Venue: Cellar Room, Wine & Roses, 2545 West Turner Road, Lodi, CA

Description: Oftentimes, wine tastings focus solely on the sensory analysis of a wine without taking into consideration the viticultural decisions which helped to craft the flavor profile. In Lodi, we are lucky to have farmers and winemakers in the same town and thus we have both the viticulture and the winemaking information at hand for most of our local wines. During this unique varietal wine tasting series, we will discuss winegrowing and winemaking influences on four selected wines per session. We'll start with the most widely grown grape variety, Cabernet Sauvignon, and continue with other grape varieties. Come prepared to taste, to learn, and to have a great time! No prior wine tasting experience is necessary.

For more information: Contact the Lodi Winegrape Commission by phone 209.367.4727 or email lwcc@lodiwine.com.

LODI WINEGRAPE ORGANIZATIONS EXPLAINED



People are often and understandably confused about the two main Lodi winegrape-related organizations: us (the Lodi Winegrape Commission) and LDGGA. Here's a recap if you are new to town or if it's never made sense to you before:

The Lodi Winegrape Commission (LWC) and the Lodi District Grape Growers Association (LDGGA) work together closely. Amy Blagg, LDGGA Executive Director, is an LWC Research, Education, and Communications Committee Member and she regularly attends LWC Board Meetings. LWC and LDGGA together host an annual Harvest Safety Seminar in July and team up on other outreach events throughout the year, including helping UCCE and the Lodi Chamber of Commerce with Lodi Grape Day (February of every year).

The Lodi Winegrape Commission (LWC)

PS - The Lodi Winegrape Commission creates the newsletter you are reading right now.

YEAR FOUNDED: 1991

TYPE OF ORGANIZATION: A California Department of Food and Agriculture (CDFA) marketing program, authorized under the California Marketing Act of 1937 (there are 41 total marketing programs in the state as of February 2018). The purpose of marketing programs is to provide agricultural producers and handlers an organizational structure to solve production and marketing problems collectively that they could not address individually.

MISSION: To serve the common interests of all Lodi Crush District 11 winegrape producers and to enhance the profitability of winegrape production through promotion, research, and education.

CONSTITUENTS: Constituents include approximately 750 winegrape growers in Crush District 11 representing 100,000-110,000 acres of vineyards. Crush District 11 winegrape growers vote every five years to assess their winegrapes. The current assessment rate is 0.45%, which has been the rate since 1999. Wineries also contribute to the Commission on a voluntary basis and these funds are used for specific wine promotions. All Board, Committee, and outreach meetings are open to the public.

EVENTS: monthly grower outreach meetings, CD11 Lodi PCA Network Breakfast Meetings (first Tuesday of every month), Vintner's Grille and ZinFest (May), Lodi Wine & Chocolate (February), industry and consumer wine tastings.

PUBLICATIONS: Grower Newsletters, Lodi Wine Trail Map, Vineyard Supplier Directory, Lodi Winegrower's Workbook, various outreach materials.

PROGRAMS: Industry marketing, consumer promotion, LoCA advertising campaign, grower outreach, viticulture research, LODI RULES for Sustainable Winegrowing, daily weather forecasting, winery directional signage.

PEOPLE: The Commission is run by a Board of Commissioners, Committees, and a staff of 7.

BOARD COMMISSIONERS (9): Bruce Fry (Chair), Kendra Altnow (Vice Chair), Stanton Lange (Secretary), Galen Schmiedt (Treasurer), Curt Gillespie, Matt Lauchland, Craig Ledbetter, Aaron Shinn, and Ed Van Diemen

BOARD ALTERNATES (9): John Anagnos, Triana Berryhill, Pieter den Hartog, Ben Kolber, Tom Murphy, Art Prudhel, John Shinn, Jason Spaletta, and Brandon Sywassink

Lodi District Grape Growers Association (LDGGA)

YEAR FOUNDED: 1952

MISSION: LDGGA serves growers based on the power of communication and cooperation. The Lodi District Grape Growers Association also allows a forum, to exchange ideas and to build consensus, to serve the political interest of growers in District 11 on local, state and federal issues.

MEMBERSHIP: There are two categories of membership available within LDGGA: Grower and Associate. Any person, firm, partnership, corporation, or association that is a bona fide grower of one acre or more of California Crush District 11 grapes may join LDGGA as a Grower Member and hold voting status. Grower Membership dues are \$3.00 per acre, with a minimum of \$150 and a maximum of \$1500. Any individual or business that does not qualify as a Grower Member who supports the winegrape industry, sharing in the philosophy of LDGGA, may join as an Associate Business Member. There are three levels of Associate Business Membership available: Silver (\$300), Gold (\$450), and Platinum (\$750). Current membership includes over 350 growers and area businesses in Crush District 11. The membership year begins on January 1 and ends on December 31.

EVENTS: educational seminars, breakfast meetings with political representatives, wine socials, Annual Banquet Meeting & Dinner (February), Annual Harvest Social (November)

PEOPLE: LDGGA is run by a Board of Directors, Committees, and an Executive Director

BOARD: Jason Eells (President), Matt Manna (Vice President), Scott Pierovich (Secretary), John Shinn (Treasurer), Matt Focacci, Vic Mettler, Jennifer Spaletta, Mike Stokes, Tracy Holmes, and Joel Burns

COMMITTEES: Executive, Governmental Relations, Membership, Scholarship, Special Projects, Finance

EXECUTIVE DIRECTOR: Amy Blagg

COMMUNICATIONS:

- Newsletters - Bi-Monthly newsletter, email list-serve
- Mailings - Grower and Associate Members receive event invitations and annual Lodi Grape Market Analysis

MAILING ADDRESS: PO Box 2004, Lodi, CA 95241

WEBSITE: ldgga.org

PHONE: 209.339.8246

GENERAL EMAIL: info@ldgga.org

COMMITTEES: Executive Committee (Bruce Fry - Chair), Finance Committee (Galen Schmiedt - Chair), Grower Marketing Committee (Kendra Altnow - Chair), Research, Education & Communications Committee (Larry Whitted - Chair), LODI RULES Committee (Aaron Shinn - Chair), Lodi Wine Country Committee (Steve Felten - Chair), California Wine Education Foundation Committee (Robert Pirie - Chair)

STAFF: Stuart Spencer (Executive Director), Dr. Stephanie Bolton (Grower Research, Education, & Communications and LODI RULES Director), Sherri Cascaden (Event Manager), Jeremy Bowe (Lodi Wine & Visitor Center Manager), Bob Highfill (Marketing & Communications Manager), Kim Cassetta (Accounting Manager), Christina Soto (Administrative Assistant)

OPERATES: the California Wine Education Foundation and it's Lodi Wine & Visitor Center (including a regional wine club)

LOCATION: 2545 W. Turner Road (on the Wine & Roses Hotel property), Lodi, CA (office hours 8:30am - 5pm, Monday - Friday)

MAILING ADDRESS: Lodi Winegrape Commission, 2545 W. Turner Road, Lodi CA 95242

COMMUNICATIONS:

- Blogs - lodiwine.com blog and Lodi Growers Coffee Shop Blog (lodigrowers.com)
- Weather Network - daily emails with the weather forecast based upon 36 weather stations
- Newsletters - Lodi Grower Newsletter, Lodi Grower e-News list-serve, weekly winery email newsletter
- Mailings - Growers and members of the winegrowing community receive mailings about outreach events

WEBSITES: lodiwine.com, lodigrowers.com, lodirules.org, zinfest.com, lodiwineandchocolate.com

SOCIAL MEDIA:

Facebook - @LodiWine, @LodiWinegrower

Instagram - @Lodi_Wine, #lodirules

YouTube - locathoughts

Twitter - @LodiGrower, @LodiWine

PHONE: 209.367.4727

FAX: 209.367.4727

GENERAL EMAIL: lwcc@lodiwine.com



PHOTO LEFT: Assemblyman Jim Cooper speaks at an LDGGA Annual Dinner & Meeting

Research Corner

SOIL CONDUCTIVITY MODEL NEEDS FARMS TO MAP IN NORTHERN CALIFORNIA

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

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

How this helps you: Maybe you have a trouble spot and want to rule out salinity issues? This is a chance for a free map of salinity, water content, pH, and saturation percentage.

How this helps everyone: The agriculture EMI imaging model would be able to extend to the northern part of our valley and to winegrapes.

How to get involved: Contact Dennis at Dennis.Corwin@ars.usda.gov or 951.369.4819.

Deadline: December 2018

MEALYBUG BIOCONTROL RESEARCH FOCUS GROUP

The American Vineyard Foundation funded project 2017-2125 "Formation of Mealybug Biocontrol Research Focus Group" (\$8,600) has successfully met its objectives ahead of time during the period of March 2017 - April 2018. The Lodi Mealybug Biocontrol Research Focus Group met monthly at a local diner to discuss vine mealybug biocontrol, researching topics such as which beneficial insects are present and effective in our area, current grower perceptions of beneficial insects and mealybugs, the likelihood of neighbor cooperation in vine mealybug management, ant control, Movento, organic options for mealybugs, and other topics related to vine mealybug biocontrol and management. The Focus Group became a center of learning and exploration where scientists, extension personnel, growers, pest control advisors, and the industry opened communication around the subject of mealybug biocontrol in efforts to develop real-world, applicable outreach materials and events which would propel our local winegrape industry forward and decrease our risk for further leafroll virus infections.

Through the conversations and learning experienced during the Focus Group monthly meetings, along with information gathered via expert consultants and educational field trips, a strategy for mealybug biocontrol in Crush District 11 was established. This simple strategy is:

1. Don't kill the good insects.
2. Control the ants.
3. Use pheromone mating disruption.

In Lodi, we are still generally in phase 1 where we are learning how to keep our beneficial insects alive through distribution of an easy-to-read chart based upon UC IPM guidelines and local experience (available at lodigrowers.com). In August 2017 at a Mealybug ID Field Day, about 120 growers had a fun time learning how to identify mealybugs which have been parasitized by the *Anagyrus* wasp, one of the two main biocontrol agents in our region. During the April 2018 Mealybug & Virus Outreach Meeting, about 150 growers learned the significant role of ants in the vine mealybug and leafroll virus story. The Focus Group has planned ant bait experiments for 2018 after finding that there is no economical, efficient ant control method available for large acres of vineyards. While pheromone mating disruption is being used with success in our region to decrease mealybug populations and to attract beneficial insects, it is still cost-prohibitive for many growers. Growers were given mealybug traps donated by Suterra at the April 2018 meeting, which they brought back in May 2018 for a follow-up Mealybug Trap Workshop. Thus, they are learning whether the male mealybug is present in their fields and how to use the traps, which is the first step towards neighborhood coordinated pheromone mating disruption.

By taking the time to fully assess the current mealybug biocontrol management options in the region and to learn more about the pathogen itself, future priorities for more targeted research on a larger scale were best determined. Priorities include but are not limited to: discovering an efficient and cost-effective ant control method for large acreage in Crush District 11, learning how to release *Cryptolaemus* beetles in our vineyards, and learning how to eliminate underground vine mealybugs following a leafroll virus infected vineyard rip-out.



The Suterra male mealybug trap is doing its job and is ready for the Mealybug Trap Workshop! Did you miss the May 1st Trap Workshop? Come to our monthly network breakfast meeting to get help identifying mealybugs in the traps. Details on back.

GRAPEVINE VIRUS RESEARCH FOCUS GROUP

Lodi's Grapevine Virus Research Focus Group has held monthly meetings since October 2017. Building upon the success of the Mealybug Focus Group, the Virus Focus Group has hit the ground running. We understand that the virus challenge is complicated and confusing, which is why we are investing time into reading the scientific literature, talking with outreach specialists and researchers from all over the world, and opening up communication around viruses among the California winegrape industry.

Thanks to the 150 people who attended the Mealybug & Virus Outreach Meeting on April 4th, which marked a big step forward towards solving the virus challenge. It will take a lot of hard work and a lot of teamwork, but it feels great to have a plan to help growers and the industry fight the challenge of grapevine viruses.

The Lodi Grapevine Virus Focus Group has developed an integrated outreach strategy to provide timely, relevant educational materials to growers. The first virus-related booklet is called "Nursery Ordering 101: viruses" and is available as a draft booklet for growers and industry to review before a professional printing. To get a copy, please email or call Dr. Stephanie Bolton: stephanie@lodiwine.com, 209.367.4727.



We can't beat these viruses alone.



Growers

Education, vector management, and lowering the amount of virus inoculum on each farm.



Nurseries

Providing growers with reliably clean rootstock and scion material.



FPS

Providing nurseries with reliably clean propagation material.



CDFA

Administering an effective Grapevine Certification & Registration Program.



Academia

Scientific research to validate & improve management strategies and new technologies for virus detection & management.



Virus Testing Labs

Providing reliably accurate, efficient, and economical virus testing for plant material.



Wineries

Education and teamwork with growers to beat the virus challenge.



Extension

Virus education outreach and connection to resources needed.



IPM Companies

Vector control that keeps the natural enemies of vine mealybug doing their job.



PCAs/Viticulturists

Education, vector management, virus detection and management.



County Ag Commissioners

Education, vector management, regional organization and leadership.



Regional Associations

Education, vector management, regional organization and leadership.

TO SIGN UP FOR DAILY WEATHER FORECAST EMAILS

Send an email to Matt Wanink with the subject "new Lodi network email" matt@westernwx.com. Have a weather forecasting question? Growers in CD11 have on-call meteorologists from approximately 4am to 5pm! 530.342.1700

LODI RULES Sustainable Winegrowing Committee Update

The month of April has been an active and memorable one for the LODI RULES Committee! The month began with a project that was headed up by Madelyn Kolber which involved a visual enhancement to the directional winery signage around the area. As many of you may have already noticed, all wineries on the sign posts producing a wine bearing the LODI RULES seal now have a LODI RULES sticker placed next to their name. Although small in scope, this project will give consumers one more visual aid in recognizing vineyards and wines from Lodi that are farmed and produced sustainably.

In other exciting news, the LODI RULES program is proud to boast not one, but two of their long time participants as recipients of The Green Medal Award! The Green Medal Award is presented by several sustainable wine growing organizations throughout California that recognizes vineyard and winery operations that exemplify Sustainable Winegrowing Leadership. On Wednesday April 11th at the State Capitol Building, KG Vineyard Management and Bogle Vineyards received awards for their Community Involvement and Industry Leadership, respectively. Both of these organizations credited much of their achievement and focus on the Three E's of Sustainability (Economic, Environment, social Equity) to their participation and adherence to the LODI RULES program. We are very proud of these local companies and the recognition their awards have brought to both Lodi and the LODI RULES!

Between enhancing directional signs with LODI RULES stickers, Green Medal Awards and our committee meeting, somehow we found time to wind down the afternoon on April 12th at Michael David Winery with our first ever LODI RULES Social. Michael David Winery was gracious enough to host over 125 LODI RULES growers, vintners and grape buyers for an evening of music, socializing and good food paired with good wine! A big thanks goes out to both Stephanie Bolton for planning and organizing the event and of course to Michael David for hosting.

Lastly, we are proud to announce that our unofficial acreage to be certified under the LODI RULES program for 2018 is roughly 48,000 acres which is nearly a 6% increase over 2017. We attribute the continual year over year growth of this program to the dedicated growers who go above and beyond to certify their fields as well as to the wineries who find long term value in the LODI RULES!

Regards,

Aaron Shinn

LODI RULES Committee Chair



TOP: Madelyn Kolber drove volunteers around in her 1950 Cadillac during the winery directional sign clean-up/LODI RULES seal project to make the job extra fun!

CENTER: Congratulations to Bogle Vineyards and LODI RULES Committee Member Warren Bogle for their outstanding achievement in earning the 2018 Green Medal Leader Award!

BOTTOM: The KG Vineyard Management team and a few of their fans ham it up for the camera in Sacramento at the Green Medal Awards Ceremony on April 11th!

Research, Education & Communications Committee Update

The Research, Education & Communications Committee sponsored an exceptional and well-attended “Mealybug & Virus Outreach Meeting” on April 4 at the Cabral Center in Stockton. The format of this meeting was completely different than the usual grower education meeting. Each session during the meeting was very short; often only 15-20 minutes and consisted of panel discussions of actual growers, PCAs and researchers who are working on practical solutions in the field. It was a fast moving, up-tempo, and relevant meeting.

In addition to the presentations, every virus-testing laboratory in the state was represented as well as the companies that sell the mealybug pheromone, a company that sells mealybug predators and parasites, and several nurseries. As a follow-up to the meeting the REC committee has approved funding for ant bait research and mealybug predator research this year. Keep your browser pointed toward lodigrowers.com for future meetings in CD11!

Larry Whitted

REC Committee Chairperson

“I was inspired coming out of the LWC Mealybug and Virus Outreach Meeting on April 4th. Growers and extensionists engaged in the kind of frank discussions we as an industry need to have around this issue and many others. In my experience this “grower-to-grower” educational style is the most successful strategy for engaging growers. It takes courage for a grower to share their failures as well as their successes. But this is what opens the door for true collaboration between growers, extension, and regulators. I am optimistic the momentum generated by this meeting will translate into meaningful action in the field.”

- Dr. Craig Macmillan, Central Coast Vineyard Team
(pictured center, below)



TOP: Kyle Brown, LangeTwins Vineyard Manager and LWC Research, Education, & Communications Committee Member, hosted growers for a Tailgate Talk on Mechanized Pruning in February. The rain didn't keep the crowd away!

CENTER: Arthur Chaves of Bokisch Vineyards teaches a group of 25 Italian farmers about how he manages vineyards in the Clements Hills sub-AVA. Our Italian guests had many questions for Arthur and they got a kick out of our long rows! They have a saying in Italy that goes, “You can have a drink after you finish this vineyard row.” When they saw our long rows, they laughed because it would take forever to make it to the drink here!

BOTTOM: Pieter Den Hartog, Stephanie Bolton, Matt Manna, and Hanno Bezuidenhout enjoying the LODI RULES spring social at Michael David Winery

Important Dates

Please save the dates below – all are welcome!
More information on lodigrowers.com.

May 18-19: Vintner's Grille and ZinFest, Lodi Lake

June 5: CD11 Lodi PCA Network Breakfast Meeting,
Burgundy Hall, Lodi

June 18-21: ASEV Conference, Monterey

June 28: Lodi Vineyard & Wine Economics Symposium,
Wine & Roses, Lodi

Need to update your address or would you like to change who in your family receives Lodi Winegrape Commission postcards and newsletters? We only know if you tell us! Email stephanie@lodiwine.com or call 209.367.4727.

CD11 LODI PCA NETWORK BREAKFAST MEETINGS.

Date: first Tuesday of every month (except July)

Time: 7:30 am – 9:00 am

Venue: Burgundy Hall, Grape Festival Grounds

Cost: FREE, breakfast provided with an RSVP

Credits: 1.5 (DPR – CE OTHER)

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

RSVP: Contact the Lodi Winegrape Commission by phone 209.367.4727 or email lwwc@lodiwine.com.



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

This newsletter and previous newsletters can be downloaded from our website: lodigrowers.com

Presort Standard
US Postage
PAID
Permit 604
Sacramento