



LODI GROWER

WINTER 2018 *Newsletter*

Stephanie L. Bolton, PhD, Editor

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lodigrowers.com

Dear Lodi Winegrowing Community,

With our grapevines hibernating and our winegrapes fermenting, we hope that you are able to take a moment to rest, relax, and rejuvenate too. You certainly deserve it!

At the Lodi Winegrape Commission we have been busy preparing educational outreach for the winter meeting season. Get ready for an LWC ANNUAL MEETING, a GRAPE MARKETING SEMINAR, a MEALYBUG & VIRUS OUTREACH MEETING with worldwide experts, and much more. With new Viticulture Outreach Assistant Julie Sasak to help us, the sky is the limit for grower education! We're always open to your ideas for grower meetings and socials so keep those coming.

As you know, a tremendous amount of research, teamwork, and effort went into establishing the LODI AVA and later the seven sub-AVAs of Lodi. However, I think that most of us could name the seven dwarfs faster than we could name our own seven LODI sub-AVAs. Can you name them right now? Read Randy Caparoso's enlightening article to discover once and for all which AVA your vines belong to and what makes that AVA unique. These are great points to include in marketing your grapes!

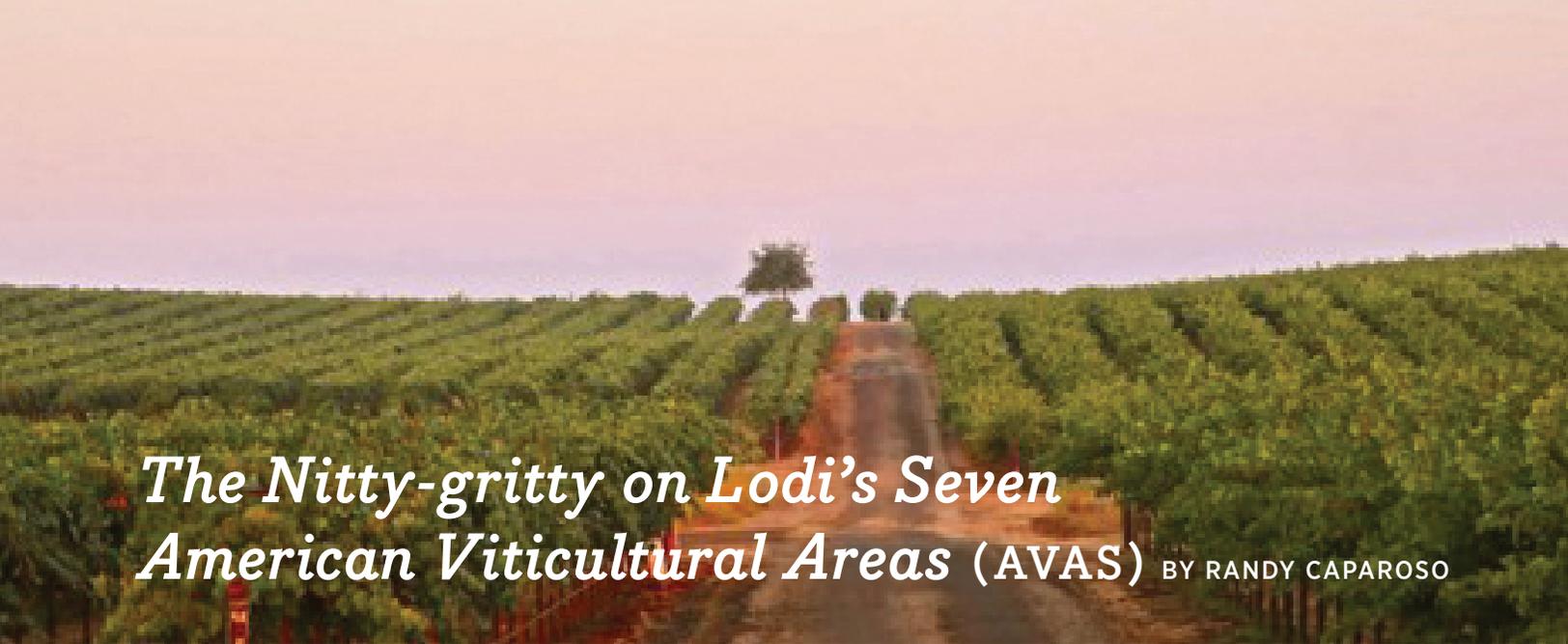
More great articles from Randy Caparoso, Stan Grant, and others are posted weekly on our lodiwine.com and lodigrowers.com blogs. Learn about the National Zinfandel Day Technical Workshop, vineyard replanting, potassium deficiency, and more!

Wishing you and your loved ones a memorable holiday season,

Stephanie Bolton



Lodi growers and winemakers at the National Zinfandel Day Technical Workshop. PHOTO: Randy Caparoso.



The Nitty-gritty on Lodi's Seven American Viticultural Areas (AVAs) BY RANDY CAPAROSO

McManis Family Vineyards' Sierra Loma Vineyard, epitomizing the rocky clay hillside terroir of Lodi's Borden Ranch AVA.
PHOTO: Randy Caparoso.

WHY SUB-DIVIDE A REGION BY SMALLER AVAS?

In August 2006, when the TTB (Alcohol and Tobacco Tax and Trade Bureau) approved the usage of seven new American Viticultural Areas (a.k.a. AVAs) within the broader Lodi AVA (originally established in 1986), the question in the minds of a lot of people among the wine industry, the media and consumers was: why?

Isn't getting anyone to recognize Lodi as an existing wine region hard enough, without complicating the matter with seven more sub-regions?

The question is legitimate. Then again, so is the answer – the reasons for establishing the Lodi sub-appellations even if, in the beginning, they are unfamiliar to just about everyone outside the growers who actually work these vineyards.

The first reason is historical: Because the best and most recognizable wine regions in the world are all defined by multiple appellations based upon differences, from subtle to drastic, in climate, soil, topography, etc.

Take, for instance, France's famous Burgundy region, which is divided into 44 villages controlled by their "appellations of origin" (the French system of geographical certification known as Appellation d'Origine Contrôlée, or AOC); each defined by physical differences in growing conditions that make them slightly different from the other. Within these villages are over 500 recognized vineyards which are delineated by precisely defined boundaries that have gone unchanged for centuries. You cannot take grapes from, say,

the commune of Meursault and put them into wines bottled as Puligny-Montrachet, even though the two villages are right next to each other and you may own properties in both (which many producers do).

In Burgundy – as in the rest of France controlled by AOC regulations – location is everything, and names are sacrosanct. Why? Because characteristics of the country's finest wines are tied directly to the growing conditions of where they are grown – a concept better known as terroir, or "sense of place."

Therefore, if Lodi was ever to begin to be considered a region worthy of any degree of respect or prestige, establishment of sub-regions based upon terroir-related distinctions had to come sooner than later. The Napa Valley Viticultural Area, for instance, consists of 16 different sub-AVAs. You can ask the same question – why? Isn't saying "Napa Valley" good enough? But if you ask a Cabernet Sauvignon producer in Napa Valley's Coombsville AVA, he/she would tell you that Coombsville Cabernet Sauvignons are significantly different from Cabernet Sauvignons from, say, the Rutherford, Howell Mountain, Calistoga or Los Carneros AVAs; and in fact, the soil types, aspects of slopes, elevations and climate zones differ drastically among those sub-AVAs. Of course, these Napa Valley Cabernet Sauvignons come out different; and it's silly to expect them to taste, or be rated (attention wine critics!), the same way. Consumers have the right to know these distinctions.

Right now many consumers, and much of the media and trade, may not quite grasp those differences. But that

The second reason for sub-dividing a region like Lodi – with, by far, the largest number of winegrape acreage in the U.S. (more than Napa Valley and Sonoma County combined) – was, of course, because of the reality of terroir-related differences that effect the morphology of plants and grapes, growing and winemaking decisions, and ultimately characteristics of wines.



Impact of soil on soil/AVAs on Bokisch Vineyards Albariño clusters, left to right: 1) Las Cerezas Vineyard in Mokelumne River (deep, high vigor sandy loam soil leading to green skinned, healthy cluster sizes); 2) Terra Alta Vineyard in Clements Hills (shallow gravelly clay slope leading to smaller canopy/clusters with golden color and earliest ripening); 3) Andrus Vineyard in Sacramento County/Delta (highest vigor peat alluvium soil leading to larger canopy/clusters, higher yields and slower ripening). PHOTO: Randy Caparoso.

doesn't mean they don't exist. And what is authenticity, if not acknowledgement of the truth behind vineyards, vines, grapes and wines?

The Seven Lodi AVAs

So here's how the establishment of Lodi's seven AVAs went down: In August 2005 a group called the Lodi American Viticultural Areas (LAVA) Steering Committee submitted a petition to the Alcohol and Tobacco Tax and Trade Bureau (TTB) to recognize the following sub-appellations based upon distinctions primarily having to do with differing soils and topographies, more subtle climate-related differences, plus additional evidence demonstrating precedent in terms of historic usage of the proposed place names within each respective region. The seven additional Lodi AVAs approved in August 2006 are:

ALTA MESA
BORDEN RANCH
CLEMENTS HILLS
COSUMNES RIVER
JAHANT
MOKELUMNE RIVER
SLOUGHHOUSE

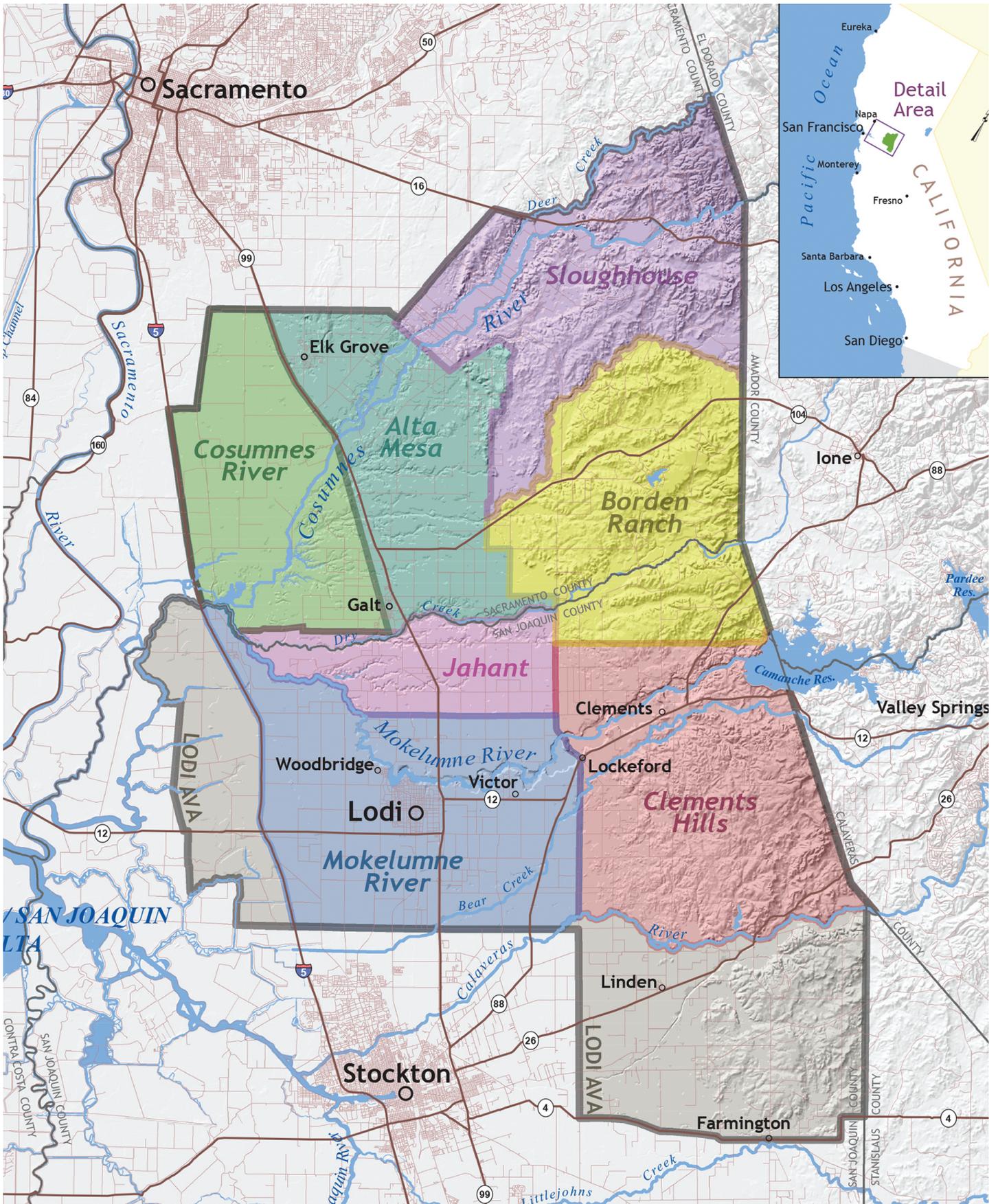
The process of carving out new Lodi AVAs began in the summer of 2001, and from the beginning it involved both growers and producers. The conversation was sparked

when Lodi growers Keith Watts (Keith Watts Vineyards) and Markus Bokisch (Bokisch Vineyards) began thinking of ways to highlight the differences between the volcanic soils in what was to become the Clements Hills AVA with surrounding areas in the Lodi. Watts and Bokisch organized a committee and began consulting with numerous longtime Lodi growers. They also hired Deborah Elliot-Fiske, a Professor Emeritus at U.C. Davis, to help sort out climatic and soil characteristics in unimpeachable scientific fashion.

In a story entitled "Why Form an AVA?" published in the October 2006 issue of *Wines & Vines*, Bokisch was quoted to say that the original draft of the application for the seven AVAs was about 230 pages long, and included detailed data on the climate, soils and histories of the proposed regions. According to the magazine, "Bokisch estimated that the group spent between 1,200 and 1,800 hours preparing the application," and "about \$30,000 was collected to fund the research and applications."

"The greatest benefit of the use of the new AVA names will be to the consumer. It will help educate the consumer on the diversity of this region, not its homogeneity."

- MARKUS BOKISCH



Which AVA does your vineyard belong to? Use the above map to determine which AVA your vineyard is located in, then read more about that AVA on the following pages. Additional printed maps are available at the Lodi Winegrape Commission.

When asked if the new sub-AVAs might take something away from focus on the broader Lodi AVA, Bokisch was quoted to say he didn't think so. "A person who buys a ripe, delicious Mokelumne River Zinfandel will have no doubt as to the Lodi terroir it is grown on... sub-appellations only serve to synergistically support the larger AVA they fall under."

To alleviate fears that usage of sub-AVAs might weaken the hard-won recognition of "Lodi" on wine labels, the petition committee advocated the use of conjunctive language – meaning, names of sub-AVAs placed next to the name of the broader AVA (e.g. "Clements Hills-Lodi" or "Borden Ranch-Lodi"). While Bokisch Vineyards and other Lodi based wineries have since faithfully adhered to this principle, getting wineries based outside the region to do the same has been challenging. Hence, it is not uncommon to see, say, "Mokelumne River," "Clements Hills" or "Borden Ranch" used on a label without reference to Lodi. Clearly, some wineries feel that labels that leave out "Lodi" may make a better impression on consumers or media. All the same, the TTB requires that at least 85% of any American grown wine must come from any AVA indicated on a label.



*Snapshot of Clements Hills AVA's combination of hills, slopes and flats planted to grapes, row crops and orchards (against a backdrop of the Sierra Nevada to the east).
PHOTO: Randy Caparoso.*

The general features of each AVA summarized by the LAVA Steering Committee in the original petition, which included comparisons of growing season temperatures and Storie Index ratings of soil vigor:

Name of proposed Viticultural Area	Total acreage	Relative growing season length^a	Storie (soil) Index^{**}	Location within the Lodi Viticultural Area
Alta Mesa	55,400	3	25-40	north-central.
Borden Ranch	70,000	2	15-30	east-central.
Clements Hills	85,400	2	15-30	southeast.
Cosumnes River	54,700	2	24-40	northwest.
Jahant	28,000	1	25-40	central.
Mokelumne River	85,700	1	80-95	southwest.
Sloughouse	78,800	4	15-30	northeast.

^a 1 = coolest; 4 = warmest.

^{**} Storie Index measures potential productivity, or vigor, of soils based upon basically four characteristics – soil profiles, surface texture, slope, and subfactors (drainage, alkalinity, fertility, acidity, erosion and microrelief).

Details on the Seven AVAs of Lodi:

ALTA MESA AVA



Dropped Tannat grapes on clay-alluvium San Joaquin Series soil in Silvaspoons Vineyards (Alta Mesa AVA).

PHOTO: Randy Caparoso.

- AVA consisting of 55,400 acres with about 5,300 acres of planted grapes.
- Located just east of the Cosumnes River AVA, north of Dry Creek, and falling completely within Sacramento County.
- Name comes from the Spanish phrase (alta mesa, or “high table”) that the petition explained was commonly used by local ranchers, farmers and vintners for the area to describe the region’s tabletop or mesa-like topography (ranging from 35’ on the western edge to 135’ in the east) and hence, numerous local landmarks such as Alta Mesa Rd. and Alta Mesa Farm Bureau Hall (listed on the National Register of Historic Places).
- Fairly flat topography of intermediate elevation river terraces and alluvial fan deposits built up by the American and Cosumnes Rivers; consisting primarily of dense, reddish, gravelly clay loam soils primarily in the San Joaquin Series, with fairly shallow (2’ to 5’), loose topsoil on fairly thick hardpan layers, requiring extensive deep ripping before planting.

- Prairie environment; climate influenced by Delta breeze, with less wind and marginally higher temperatures than the lower lying AVA (Cosumnes River) to the immediate west.

- Initial plantings relied heavily on standard red wine varieties (Cabernet Sauvignon, Merlot, Malbec, Syrah, Cabernet Franc, Primitivo/Zinfandel); then diversified to include a good number of alternative varieties (Verdelho, Vermentino, Albariño/Alvarinho, Grenache blanc, Moscato Giallo, Torrontés, Tannat, and black skinned Port grapes such as Touriga Nacional, Touriga Francesa, Tinta Roriz/Tempranillo, Tinta Cão, Souzão, Alvarelhão and Tinta Amarela).

BORDEN RANCH AVA

- An east side AVA located just south of the Deer Creek Hills regional park; bisected by Dry Creek just south of the center, with land in both Sacramento and San Joaquin Counties.

- Comprising 70,000 acres, with over 12,000 acres of planted grapes.

- The evidence for the commonly used name submitted to the TTB cited the founding of Borden Ranch in 1864 by Ivey Lewis Borden, which became a well-known breeding ranch for thoroughbred racing horses and Hereford cattle.

- A naturally prairie mound environment with high ridges (73’ elevation on west end, up to 520’ at the eastern edge); warmer and wetter than AVAs to the west (Alta Mesa and Cosumnes River), while receiving more wind than adjoining east side AVAs (Sloughhouse and Clements Hills).

- Hillside soils include very old (from 125,000 to 700,000 years) volcanic mud flow and alluvial stream deposits from Laguna Creek and Dry Creek, dominated by metamorphic cobble, stony clay pan and clay loam soils.

Borden Ranch continued

- Clay-content Durixeralf soils – which include Redding, Hicksville, Corning and Yellowlark Series soils – combine with high winds (resulting from Delta breezes from the west and cold air drainage from the Sierra Foothills to the east) to create high irrigation deficit and evapotranspiration conditions, further restricting vine vigor.
- The area's hillside topography also offers multiple slope aspects and exposures; favoring a predominance of red wine varieties that are enhanced by elevated phenolic content (particularly anthocyanin and tannin) such as Cabernet Sauvignon, Merlot, Malbec, Petit Verdot, Syrah, Petite Sirah, and Primitivo/Zinfandel; although quite a bit of Chardonnay, Pinot grigio, Sauvignon blanc and alternative whites (Verdejo, Verdelho, Garnacha blanca) are also doing well here.



Neyers Vineyards winemaker Tadeo Borchardt demonstrating the rocky Borden Ranch AVA cobble in Zinfandel block of Bokisch's Vista Luna Vineyard. PHOTO: Randy Caparoso.

CLEMENTS HILLS AVA



Petite Sirah growing in the deeper red Redding Series clay slopes of Clements Hills' Anaya Vineyards.

PHOTO: Randy Caparoso.

- South-east side AVA located entirely within San Joaquin County; comprising 85,400 acres, and the largest planting of winegrapes (21,700 acres) outside of Mokelumne River.
- Named for the census-designated community of Clements located in the northern part of the AVA; founded by Thomas Clements in 1857, and thereafter became combined with the area's hilly terrain to coin the common local parlance, "Clements Hills."
- The AVA's rolling and rounded hillside topography sits on elevations ranging from 100' to 450'; bisected at the north end by the Mokelumne River, flowing down from the Sierra Nevada.
- Climate is warmer (by yearly averages of 100 growing degree-days) and wetter than AVAs to the immediate west (Mokelumne River and Jahant), while receiving slightly more cooling influence compared with other east side AVAs (Borden Ranch and Sloughouse). Consequently, as in Lodi's other two east side AVAs, this area experiences slightly wider diurnal swings (warmer in day, cooler at night) during the growing season.
- More varied topography than other AVAs; with slopes and terrace tops providing a diversity of microclimates and aspects, consisting of older soils (averaging 500,000 years) and volcanic sediments creating a naturally woodland environment.

Clement Hills continued

- These older soils in the Redding, Cometa, Yellowlark and Montepellier Series are of generally low vigor, ranging from brown and reddish orange to yellow loams, clay loams and clays on deeper soil stratas of granitic and volcanic clasts; with higher water holding capacity than the stony slopes in the Borden Ranch AVA to the north, but less than the loamy soils in the Mokelumne River AVA to the west.
- There are also much younger (25,000 years), fine sandy loams located primarily along the southern embankment of the Mokelumne River towards the north end of the AVA between the CDPs of Lockeford and Clements; deep enough to accommodate own-rooted, old vine Zinfandel dating as far back as the 1920s.
- The AVA's clay loams away from the Mokelumne River have proven well suited to red varieties (Cabernet Sauvignon, Merlot, Petit Verdot, Malbec, Primitivo/Zinfandel, Barbera, Petite Sirah, Nebbiolo), Rhône grapes (Syrah, Mourvèdre, Grenache, Grenache blanc), Spanish varieties (Albariño, Tempranillo, Graciano, and red and white selections of Garnacha), as well as Chardonnay, Sauvignon blanc, and a little Piquepoul.

COSUMNES RIVER AVA



Hardened, cracking clay surface in Schatz Farms' Cosumnes River AVA vineyard. PHOTO: Randy Caparoso.



- Located mostly in Sacramento County; consisting of 54,700 acres, with the smallest amount of planted wine grapes (about 3,500 acres) of Lodi's seven sub-AVAs; bordered on the west and east sides by Interstate 5 and California Hwy 99.
- Named for the Cosumnes River which flows down from the Sierra Nevada to join with the Mokelumne River to mark the southwest corner of the AVA, between Walnut Grove and Thornton; and also, in the vicinity, the 1,450-acre Cosumnes River Preserve.
- The AVA's immediate proximity to Delta fog and near-sea level elevations (5' to 48') make this one of Lodi's cooler climate appellations (along with Mokelumne River and Jahant to the south).
- Dominated by younger, organic, moderately fertile, silty, alluvial soils in lower areas consisting of floodplains, sloughs and wetlands; while intermediate age, reddish gravelly clay loam soils in the San Joaquin Series (also classified as Abruptic Durixeralfs) with more water-holding capacity, but also a tendency to harden and compact at the surface during the dry summers, are found in the remaining 40% of the AVA.
- The cooler Delta influences of this west side AVA have proven exceptionally friendly to white wine varieties (particularly Chardonnay, Sauvignon blanc, Pinot grigio, Vermentino) as well as reds (Cabernet Sauvignon, Merlot, Syrah).

JAHANT AVA



Jahant's reddish San Joaquin Series clay loam at 2-ft. depth in LangeTwins Family Vineyards. PHOTO: Randy Caparoso.

- Geographically the smallest of Lodi's seven AVAs – comprising 28,000 acres, with 9,000 planted acres – extending west-east in the center of the Lodi AVA, bordered by Dry Creek and Peltier Road to the north and south, and located mostly in San Joaquin County.
- The name was derived from Peter Jahant who, with several brothers, first settled in the area in the vicinity of Acampo during the 1850s; thereafter, lending the family name to numerous local landmarks (Jahant Slough, Jahant Rd., Jahant Equestrian Center, and several Jahant Vineyards).
- This AVA is marked by erosion in relatively flat topography with fairly consistent 10' to 80' elevations.
- It sits on highly desiccated river terraces and old floodplain deposits; consisting primarily of shallow, pinkish sandy clay loam in the San Joaquin Series on an indurated duripan; generally sandier at the surface with older, cemented, root restrictive layers at the sub-surface, with a few sections of deeper sandy loam.
- Climate is similar to Mokelumne River AVA to the immediate south but receives more cold air drainage and entrapment with vineyard pockets that are even cooler than most parts of Mokelumne River.

- Has lower precipitation than east side AVAs (Sloughhouse, Borden Ranch and Clements Hills); but more Delta fog influence, hence the coolest growing seasons on average (along with the Mokelumne River AVA) of the seven Lodi AVAs.

- White varieties (Chardonnay, Viognier, Sauvignon blanc) have been extensively planted over the past 25 years, although black-skinned grapes (Cabernet Sauvignon, Merlot, Petit Verdot, Primitivo/Zinfandel, Carignan, Petite Sirah, Barbera, Sangiovese, Tempranillo, Teroldego, Montepulciano, Nero d'Avola) are also performing well.

MOKELUMNE RIVER AVA



Classic old vine Zinfandel growing in fine, white loamy sand in Steacy Ranch (east side Mokelumne River). PHOTO: Randy Caparoso.

- Lodi's largest AVA, located on the southwest side; consisting of 85,700 acres and over 42,000 acres of planted winegrapes; bordered on the west side by Interstate 5, which also marks a dividing line before elevations dip below sea level west of the freeway (the gray areas falling within the Lodi AVA west of I-5 are at 0' to minus-20' elevations, kept dry by the Delta's complex network of levees and waterways).

- This AVA – which houses almost all of Lodi's wine production facilities – is centered around the City of Lodi (population 62,000); also encompassing the

Mokelumne River continued

census-designated communities of Woodbridge, Acampo and Victor.

- Named for the river that flows from the Sierra Nevada through the AVA, originally derived from a rough translation of the Native American (Miwok) name for the area as “the place of the fish net” (Mokelumne was the name of the community established in the 1840s on the south bank of the river, changed to Lodi in 1864 and incorporated the City of Lodi in 1906).

- Mokelumne River is the historic source of Lodi’s oldest vines; much of it own-rooted, head-trained Zinfandel, Carignan, and Alicante Bouschet, sitting alongside a larger proportion of more recent, trellised, continuously replanted vineyards.

- This region includes the lower Mokelumne River to its confluence with the Cosumnes River at the northwest corner of the AVA and is one of Lodi’s cooler climate terroirs; its Mediterranean climate moderated by Delta breezes flowing in directly from the Bay Area and Carquinez Strait to the immediate west.

- Defined by a fairly flat topography with elevations from 10’ to 85’; consisting of deep (up to 50’) alluvial fan deposits of largely young (25,000 years old) Tokay Series sandy loam with high organic content, no immediate hardpan, and slight variations (generally more porous loamy sand east of California Hwy. 99, and loamier sand with slightly more water holding capacity west of the highway and closer to the Delta).

- These optimal soil attributes – plus historically, a higher water table prior to the completion of the Camanche Dam at the eastern edge of San Joaquin County in 1964 (enabling dry farming through much of Lodi’s early agricultural history) – were the reasons why this part of California Grape District 11 (i.e. San Joaquin County north of CA Hwy. 4 and Sacramento County south of Interstate 50) was the first to be extensively farmed; dominated by wheat and watermelon towards the late 1800s, followed by own-rooted grape vines (mostly Tokay as a table grape and Zinfandel as a winegrape) by the turn of the 20th century.

- This terroir has proven conducive to both red and white winegrapes (close to 100 different varieties grown commercially); including many of the classic French, Italian and Spanish grapes, and even a good number of German cultivars.



Impact of Mokelumne River terroir on Zinfandel cluster and berry sizes, and ultimately on wine characteristics: east (less vigorous, sandier loam) vs. west (higher vigor sandy loam) sides of AVA. PHOTO: Randy Caparoso.

SLOUGHHOUSE AVA

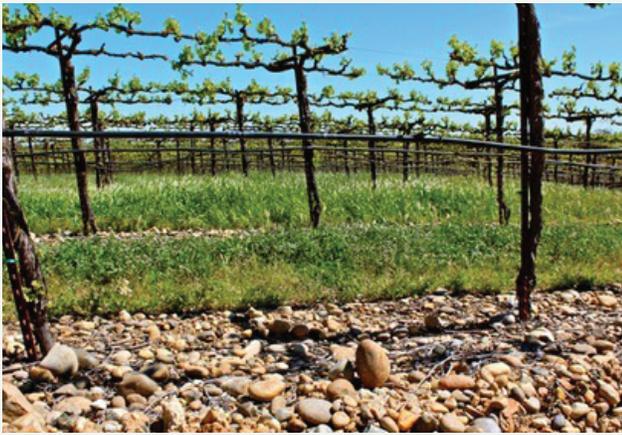
- Located entirely within Sacramento County at the northeast corner of the Lodi AVA; comprising 78,800 acres with about 8,000 acres of planted grapes.

- Named after the unincorporated community in the area named Sloughhouse, founded by Jared Sheldon in the 1850s; originally serving as a hotel, inn and stagecoach station along a slough of the Cosumnes River (hence the name, “Slough House,” historically applied to other markers in the area), and now registered as California Historic Landmark 575.

- A higher (for Lodi) elevation, naturally woodland environment; generally over 100’ and reaching 590’ near borders of El Dorado and Amador County lines, in the lower Foothills of the Sierra Nevada.

- Soils consist of older (500,000 years), lower vigor alluvial fans; much of it depleted reddish-orange, volcanic gravelly loam in the Redding Series, as well as Corning, Pentz and Hadlesville soils (all of lower vigor); with both sandier loams and increased river rock slopes on the hilltops in the vicinity of Deer Creek and Cosumnes River skirting the AVA’s north edge.

- Cooler winters result in later bud break (up to two weeks) than the rest of the Lodi AVA; and during the growing season, this region experiences both the warmest days and cool 49° night temperatures



Petite Sirah growing in extreme cobble clay soil of Sloughhouse AVA, at about 120' elevation in Ironstone Vineyards' Teichert Ranch. PHOTO: Randy Caparoso.

(averages of 200 total growing degree-days more on the Winkler Scale than Alta Mesa to the west, and 300 more degree-days than Borden Ranch and Clements Hills to the south); plus Lodi's highest annual precipitation (23 inches) and, unlike Lodi AVAs to the west, very little fog.

- Red varieties are common here (particularly Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Petite Sirah, Primitivo/Zinfandel, Grenache, Mourvèdre, Tannat, Teroldego), although there are extensive plantings of Chardonnay and Sauvignon blanc, as well as Muscat varieties.

Meet Julie Sasak, **OUR NEW VITICULTURE OUTREACH ASSISTANT**

Julie is the newest member of the Lodi Winegrape Commission! She recently moved to Sacramento from Cleveland, Ohio and is thrilled to be starting her career in the wine industry. Julie's passion for wine began during her last year at Kent State University where she enrolled in a Geography of Wine class. Not only was it her favorite class of the semester, the course inspired her to continue to learn as much about the wine making process as possible. A few years later, after graduating college with her Bachelor of Fine Arts degree, she decided to go back to school to earn a Certificate in Graphic Design. During that time she started a serving job at 750 ML Wines, a wine boutique and wine bar located in her hometown of Brecksville, Ohio. She enjoyed engaging with fellow wine lovers and being able to learn more about wine. After over 2 years she left 750 ML to begin her career in graphic design at an apparel company. While she enjoyed designing t-shirts, there was a part of her that missed working in the wine industry. Moving to California had always been a dream of Julie's, she feels so lucky to be here and is thrilled to be a part of the Lodi Winegrape Commission – and the Commission is very excited to have some in-house graphic design expertise!

JOIN JULIE FOR OUR SOCIAL MEDIA MONDAYS

Need help with social media? You can find Julie in the Lodi Wine & Visitor Center on the second Monday of each month (unless it is a holiday, then it will be the third Monday) from 4-5pm, ready to help you navigate the world of social media. Julie can help you set up an Instagram, Facebook, Twitter, or LinkedIn account for your vineyard or ranch.



WINE & VISITOR CENTER WINE CLUB

Did you know that our Lodi Wine & Visitor Center has its own wine club? The club offers an exciting opportunity to enjoy exclusive hand-picked wines from the Lodi Appellation. To sign up for the Lodi Wine Club (which also makes a wonderful gift!) contact Jeremy Bowe at 209.365.0621 or jeremy@lodiwine.com. Two options are available: a "reds only" club and a "mixed" (red and white) club.



During her first few weeks on the job, Julie gets up close and personal with one of Rodney Schatz's new water-filtering worms.

LODI RULES

LODI RULES Committee

As the 2018 harvest season winds down to a close, we also welcome the end of another successful year for LODI RULES! This year, we are thrilled to say that the program had another year of modest growth officially certifying 47,358 acres which is up from 45,831 in 2017. All indications from grower and auditor feedback are that the audit process went smoothly and without issue, I hope this was your experience as well!

Recently, Stephanie and the LODI RULES Committee have been busy working on program updates for 2019, improving winery/buyer communications as well as continuing to market the program to both Buyers and Growers alike. To aid in the effort of marketing and increasing the awareness of LODI RULES and the meaning behind the certified green seal, within the past several months Stephanie has spearheaded the launch of a consumer-oriented website, lodirules.org. This website has information and pictures that provides viewers with a clear understanding of the LODI RULES program and it's sustainable mission and practices in viticulture. If you are a LODI RULES grower or winery, be sure to check out the website and let us know if you want to be listed!

Lastly, I want to thank everyone who helped to make the LODI RULES program a success this year. While Stephanie, our committee members and growers pour countless hours into the LODI RULES, I especially want to thank Stan Grant of Progressive Viticulture who stepped down from the committee this past summer. Stan had been a member of the committee from its inception and helped to lay the foundation of what would become one of the most advanced Sustainable Viticulture programs in the industry. We will be forever appreciative of Stan's contribution to the LODI RULES!

Regards,

Aaron Shinn

LODI RULES Committee Chair

Research, Education and Communication Committee

The Research, Education and Communication Committee sponsored a well-attended leafroll virus field meeting on October 17th at the LangeTwins-managed Ring Ranch. Attendees were able to circulate among several different stations where they could learn about monitoring for viruses and the insects that transmit them. Funding for this meeting came from a grant that we received from the American Vineyard Foundation and the Pierce's Disease/Glassy-Winged Sharpshooter Board.

On November 5th we co-sponsored a meeting on groundwater recharge at the Woodbridge Winery and the Al Costa vineyard. The Winegrape Commission has contributed significant funding to this research project in order to document the efficacy of recharging the groundwater aquifer by flooding vineyards after harvest. In addition, our PCA and grower network breakfast meetings continue to be held on the first Tuesday of the month at Burgundy Hall on the Grape Festival Grounds. To receive information on this and all of our other educational meetings just point your browser to lodigrowers.com.

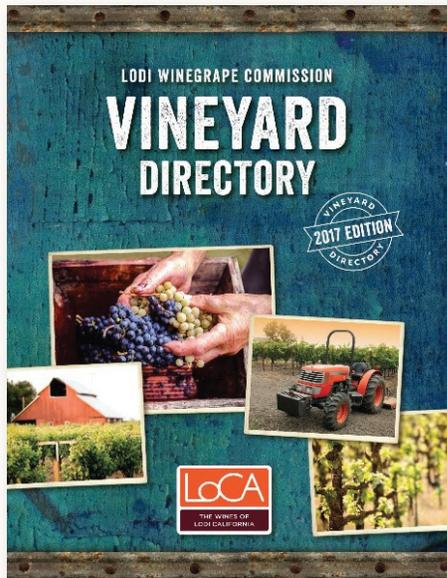
Best,

Larry Whitted

REC Committee Chairperson



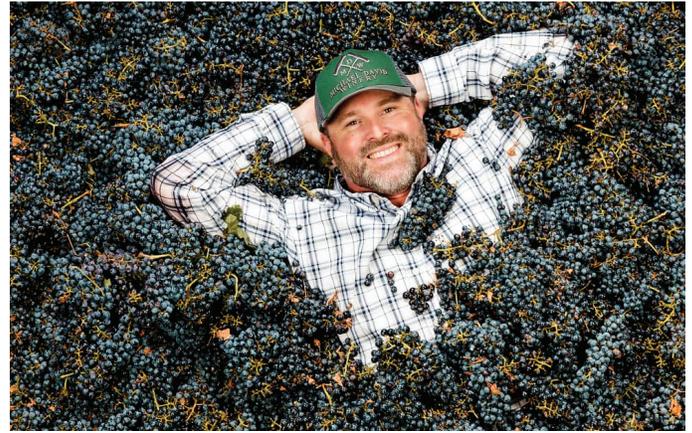
REC Committee Members Chris Storm (left) and Larry Whitted (second from right) lead the mealybug biocontrol station at the October 17th Leafroll Virus Tailgate Talk. If you missed this meeting be sure to catch up at the April 4th, 2019 Mealybug & Virus Outreach Meeting at the Cabral Center!



IT'S TIME TO PUBLISH THE 2019 LODI VINEYARD SUPPLIER DIRECTORY!

The DIRECTORY, published every odd year, contains a listing of the full array of products and services available to help Lodi winegrowers successfully and efficiently manage their vineyard operations. This publication is the only way for a vendor to ensure their message is reached by over 750 Lodi growers farming 100,000+ acres of winegrapes. Each and every grower of Crush District 11 will receive this printed publication by mail in Spring 2019, and it will also be available online at lodigrowers.com. A total of 1500 hard copies of the 55+ page color Directory will be printed and distributed.

Email directory@lodiwine.com to update your 2017 listing or to place an advertisement! View the 2017 DIRECTORY online at lodigrowers.com > Directory. Deadline for listings (FREE) and color advertisements: February 15th, 2019.



Adam Mettler, Director of Wine Operations for Michael David Winery
PHOTO: Wine Enthusiast.



Paul Verdegaal, Richard Ripken, and Steve Borra (pictured left to right). PHOTO: Bill Clough.

Congrats!

Adam Mettler received the Wine Enthusiast Magazine's 2018 Winemaker of the Year Award for his winemaking accomplishments with Michael David Winery and Mettler Family Vineyards. Thanks for making us look good, Adam!

Congratulations to the 2018 San Joaquin County Agriculture Hall of Fame Award Winners from Lodi: Paul Verdegaal, Richard "Rip" Ripken, and Steve Borra!

ATTENTION: SUSTAINABILITY LEADERS!



Now in its fifth year, the California Green Medal: Sustainable Winegrowing Leadership Awards provides recognition to vineyards and wineries who are leaders in implementing the 3 E's of sustainability (environment, economic and social equity). The Green Medal inspires others in the industry and highlights the benefits of participating in a sustainability program. It's a great opportunity to showcase the amazing commitment many California growers and vintners have made to protecting the environment and enhancing the communities in which they live and work.

Applications for the 2019 Awards are being accepted online now through February 6, 2019 - check out greenmedal.org for more information!

Lodi Grapevine Virus Research Focus Group

“If you can’t explain it simply, you don’t understand it well enough.”

- ALBERT EINSTEIN

In an effort to understand the complicated grapevine virus situation in California so that we may provide real-world grower outreach on the issue, a group of us have been meeting once every month at the Velvet Grill (home of Lodi’s best pancakes, in my humble opinion) to share and discuss every aspect of grapevine viruses. We talk about the many types of viruses and how they differ, the insects which spread the viruses, how to order cleaner plant material from nurseries, the CDFA grapevine certification and registration program, laboratory virus testing, virus symptoms and interactions with other vine stresses, virus management strategies such as rogueing and mealybug control, and grower perceptions of viruses. The economics of the virus situation is always part of every discussion. Many of our discussions reveal a rabbit hole of needed information/action, and a lot of time is spent outside the diner reading journal articles, emailing questions to scientists all over the world, and talking with experts.

Luckily, this dedicated effort to studying our Lodi grapevine virus situation has been paying off - literally.

We received over \$50,000 in grant funding from the American Vineyard Foundation and the CDFA PD/GWSS Board for:

**GRAPEVINE VIRUS MANAGEMENT IN LODI:
A COLLABORATIVE RESEARCH & INTEGRATED
OUTREACH EFFORT TO HELP SOLVE A
STATEWIDE CHALLENGE**

We’re learning important information which we are able to explain to growers in order to help them better manage viruses in their vineyards – and ultimately save money.

In October, members of the Lodi Winegrape Commission’s Grapevine Virus and Mealybug Biocontrol Research Focus Groups along with Dr. Cindy Preto teamed up to share what they have been learning with other growers and PCAs. Attendees learned from in-the-vine stations with peers and we were surprised to see about 70 people show up during harvest...and stay an extra hour to learn more!

POWDERY MILDEW FUNGICIDE RESISTANCE UPDATE

BY WALT MAHAFFEE

As preparation for the next grape season begins, people are curious about our fungicide resistance monitoring work and how different regions compare. As always, there is good news and bad news. The good news is that we were awarded funding from American Vineyard Foundation, Oregon Wine Board and Washington State Wine to continue our exploration of the prevalence of strobilurin (QoI – FRAC 11) resistance in grape powdery mildew. Under the leadership of Michelle Moyer (Washington State University), we leveraged this funding to get funding from USDA NIFA SCRI program to develop FRAME networks. This FRAME networks project will establish the tools needed to develop regional networks from managing and mitigating fungicide resistance. The AVF, OWB and WSU funding has also resulted in a much easier sampling technique for leaf infections that will launch next spring and a bark sampling technique that is being beta tested now – volunteer testers are being accepted. The bad news is that QoI resistance is still out there; however, there is a silver lining. The data from Oregon is indicating that rotation away from using DMI and QoIs does seem to lead to a decrease in QoI resistance in the population. Remember that just because mildew was a problem, it does not mean the resistance was the cause. Application timing and coverage are more commonly associated with runaway epidemics than resistance.

FRAME Networks Teams

Michelle Moyer 

Phil Brannen 

Monica Cooper 

Ana Maria Espinola-Arredondo 

Melanie Ivey 

Walt Mahaffee 

Tim Miles 

Racheal Naegelen 

Ioannis Stergiopoulos 

Rob Stoll 

LODI VINEYARD MECHANIZATION SHOWCASE



Lodi welcomed over 200 people interested in learning about the latest mechanization innovations during a LODI VINEYARD MECHANIZATION SHOWCASE event at Burgundy Hall on December 11th.

Keith Striegler of E.&J. Gallo moderated a very informative panel on high wire trellising optimization, which included Kelly Brakel (LangeTwins), Matt Frank (Trinchero), Randy Kazarian (Kazarian Vineyard Development), and Pete Opatz (Silverado Premium Partners). Following the panel, Paul Verdegaal updated the audience on the Kautz Farms high cordon trial and Matt Frank discussed their Trinchero adventures in chemical and mechanical suckering. Then, nine different vineyard mechanization vendors (Acampo Machine Works/Collard, Evolution Equipment/Pellenc, ERO/RDO, Clemens, VMech, KLIMA/ECO Trellis, New Holland, Oxbo, and AgOtter) gave short presentations about what innovations are coming down the pipeline for growers who want to mechanize.

The event closed with a vendor trade show, which included the participation of additional vendors, and a delicious lunch with Bud's beef. The main takeaway messages about mechanization were that it's best to prepare for desired mechanization equipment from the start when a vineyard is being established, that Lodi is very interested in mechanization (there were no empty seats!), and that the more we can be consistent in the vineyards in terms of trellising and spacing, the easier it will be for companies to provide us with the technology we need to be efficient. We'll host another LODI VINEYARD MECHANIZATION SHOWCASE in 2019 or 2020 with equipment to show. Check your mailboxes, email inboxes, and lodigrowers.com for information about mechanized pruning, suckering, and leafing tailgate talks in 2019 too!

ASK AN EXPERT *Dear Viti,*

Although not quite as exciting as the "Dear Abby" (Chicago Sun-Times) or the crazier "Ask Ozzie" (Rolling Stone Magazine) advice columns, we are happy to bring our readers a viticulture advice column. Submit your questions to: stephanie@lodiwine.com. All those seeking answers will remain anonymous.

Dear Viti,

All the talk about viruses recently has made us think more about trunk disease pathogens too. At our leafroll virus tailgate talk, we couldn't decide on whether it is effective to sanitize pruning shears between vineyards and/or rows to help manage trunk disease. Thoughts? Hoping you tell us we don't need to do this extra step.

*Puzzled about Pruning
Lodi, CA*

Hi Puzzled about Pruning,

There is not a lot of data in support of sanitizing pruning shears to prevent the spread of trunk diseases. If we could move trunk pathogens in this way, it would make my research a lot easier. Possibly, I think if you somehow cut through the spore-producing structures on one vine and then cut into a healthy vine, moving the spores around in this way would give the highest chance of spreading a trunk disease with pruning shears. However, the spore-producing structures are hard to find, even for me as a mycologist. I wouldn't be able to guess where they are/are not present. Furthermore, the pattern of distribution of trunk diseases does not seem to follow one in which the pathogens are spread by pruning shears. As a researcher this makes me paranoid about my pruning shears and shovels.....I clean these off pretty often because all I do is use them in diseased vineyards. For growers who have decent vineyards, I think it's too much trouble.

*Happy to tell you it's not worth your effort,
KB*

Dr. Kendra Baumgartner
Research plant pathologist
USDA-Agricultural Research Service



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

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

IMPORTANT DATES:

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

Jan. 23: LWC Annual Meeting, Hutchins Street Square
Jan. 29-31: Unified Wine & Grape Symposium, Sacramento
Feb. 5: Lodi Grape Day
Feb. 15: LODI RULES applications due for 2019 certification year

We're pleased to announce that prof. Gerhard Pietersen (South African leafroll virus expert), Dr. Marc Fuchs (Cornell University virus expert), and Dr. Kent Daane (UC mealybug expert) will all be attending our **April 4th, 2019, Mealybug & Virus Outreach Meeting** – save the date! Funding for this meeting is provided by the virus outreach grant.

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.



LODI WINE & VISITOR CENTER GROWER DISCOUNT

Remember that Lodi growers receive a 20% discount in our Lodi Wine & Visitor Center located at 2545 West Turner Road in Lodi. Choose from a selection of Lodi-appellated wines and wine-related merchandise.