

LWC DYNAMIC HOLISTIC VISION-CONTEXT WORKSHOP

**May 7, 2020**

**1:30 – 4:30pm**

**Virtual Lodi, CA • Kent Reeves**

*“A sustainable agriculture does not deplete soil or people.”*

* *Wendell Berry*

*“Learning is a subversive act.”*

* *Stephen Jenkinson*
* To learn how to create a Sustainable Vision within a holistic context for your farm
* To understand that the connections between viticulture, community, and ecosystem processes are crucial in fostering sustainable winegrowing.

**Guided Introduction: Getting to know each other and ourselves (10 minutes)**

**Define Your Operation (30 minutes)**

**WHOLE UNDER MANAGEMENT**

* Who are the decision makers?
* Describe the physical land base you own/manage. Are you certifying all your vineyards or specific varieties? Include natural areas not in production if you have them.
* What is your actual finances that you have to manage your physical land base for certification? Can you separate this from your entire operation? What are the sources of money available to the operation (cash, accounts, investors, shareholders, etc.)? What are your resources that generate revenue (land, winery, other crops or enterprises. Keep this general)?
* What are the strengths, skills and capabilities of your family and staff? Human creativity is one of the strongest tools that you have available to your operation.
* Who influences management decisions? Who will be influenced by management decisions?

CONTEXT

* **Purpose (5 – 20 minutes) The purpose of the LWC is: *“To produce good quality winegrapes that produce good quality wine.”***
* **Quality of Life – What do you value most? (25 minutes)**
	+ 1. Relationships
		2. Economic Well Being
		3. Growth
* **Future Resource Base – What must you produce to meet your Purpose and Quality of Life needs?**

**WHAT DOES MY FUTURE RESOURCE BASE NEED TO BE (45 minutes)**

1. The People (How We Must Be In The Future For Customers To Remain Loyal)
2. The Land (Describe Your Surroundings As Stable & Productive, Functioning Ecosystem Processes – Review From LWC Workbook)
3. The Community (Prosperous, Harmonious, Cultural Richness You Envision)
4. Services Available in Your Community (Services Needed to Sustain Production)

**MONITORING – CHALLENGES AND STRATEGIES**

***“If you want to make small changes, change the way you do things. If you want to make big changes, change the way you see things.”***

* ***Don Campbell, Rancher***

**RETHINKING AG ECONOMICS – RESOURCES FOR YOU TO EXPLORE**

* **Fibershed: Growing a Movement of Farmers, Fashion Activists, and Makers for a New Textile Economy By Rebecca Burgess with Courtney White** <https://www.chelseagreen.com/product/fibershed/> <https://fibershed.org/>
* **Farming While Black: Soul Fire Farm’s Practical Guide to Liberation on the Land By Leah Penniman** <https://www.chelseagreen.com/product/farming-while-black/>
* **The Sioux Chef’s Indigenous Kitchen By Sean Sherman with Beth Dooley** <https://sioux-chef.com/>
* **Ranching for Profit – Ranch Management Consultants (RMC). RMC is based on a simple truth: Knowing how to grow crops and raise livestock is not the same thing as knowing how to RUN A BUSINESS that grows crops and raises livestock. …where do you learn to run a sustainable business that creates value now and for generations to come?** <https://ranchmanagement.com/>
* **Holistic Management International** <https://holisticmanagement.org/about-hmi/>
* **The Savory Institute** <https://savory.global/>
* **Integrating Vineyards and Livestock** <https://paicinesranch.com/agriculture/vineyard.php>