



**LODI WINE**  
WINEGRAPE  
COMMISSION

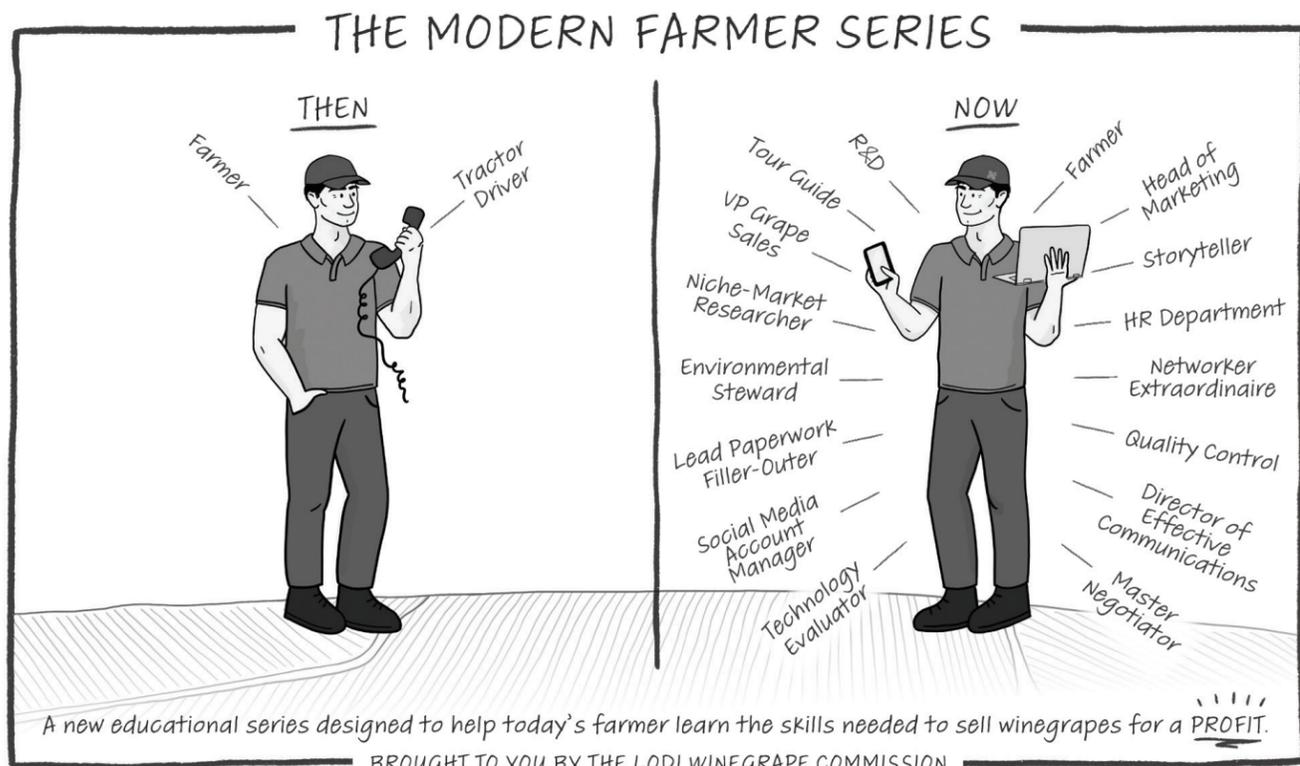
# THE MODERN FARMER SERIES:

## Introduction + Vineyard Tech Sheets

Profitability and marketing outreach for the Lodi grower brought to you by the **Lodi Winegrape Commission**

SUMMER 2020





In reviewing the rich history of the Lodi Winegrape Commission, one point clearly stands out: you want us to help you be profitable. Many of our activities over the years have certainly had this lofty goal in mind – hosting tailgate talks on efficiency, bringing media and consumer attention to Lodi wine, opening a Wine Visitor Center, drawing visitors to Lodi with ZinFest, developing the LODI RULES program, telling the Lodi story all over the world, setting up grower seminars with IPM experts, fostering viticulture research, and much, much more. However, it's evident that times are changing, the market is changing . . . and we need to adapt too. It is therefore the perfect moment to provide more direct outreach for you on PROFITABILITY & MARKETING.

**INTRODUCING THE MODERN FARMER SERIES – A NEW EDUCATIONAL SERIES DESIGNED TO HELP TODAY'S FARMERS LEARN THE SKILLS NEEDED TO SELL WINEGRAPES FOR A PROFIT.**

We have a plan to help you build your grape marketing skills and over time, create a toolkit of materials to sell your grapes. To begin, inside you'll find a step-by-step guide for producing a professional, wow-the-winegrape-buyer VINEYARD TECH SHEET – a powerful marketing tool. There may not be as many potential buyers as we would like to see today, but as our grape supply decreases and demand increases, we want you to be ready.

Future topics in THE MODERN FARMER SERIES may include: sales and communication strategies for the reluctant salesperson, how to tell your story, how to find a niche market, networking, hands-on winegrape quality talks in the vineyard, and more. We have experts lined up who are very excited to work with you. Please contact us with your ideas for making this new series successful – we're here to help you be profitable, Lodi growers.

# THE POWER OF A VINEYARD TECH SHEET

(AND HOW TO CREATE ONE – WITH HELP FROM PROFESSIONALS)

Stephanie Bolton, PhD | Lodi Winegrape Commission | [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com)

## LET'S SELL THOSE GRAPES, LODI GROWERS!

Having the basic stats of your vineyard block, the story behind your land and your family, and a gorgeous photo on one sheet of paper can do wonders to help you sell your grapes. To start with, it puts all the pertinent information about your vineyard both in your head and on paper – cohesively.

Wineries are used to information in this format – they use tech sheets to sell bottles of wine to importers, retailers, and restaurants.

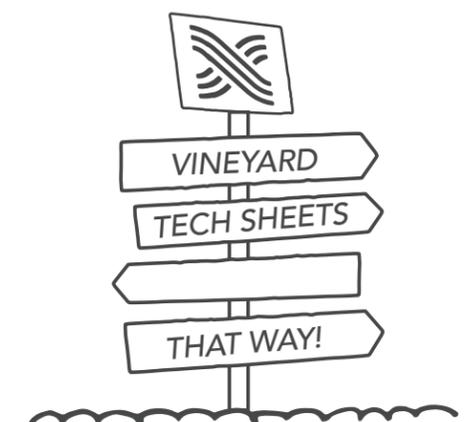


SUTRO tech sheet used with permission from LODI RULES grower/vintner, Alice Sutro. Her tech sheets are available in English and Spanish.

On the left is an example of a great wine tech sheet. You can find more examples by searching Google for the name of almost any wine and the words "tech sheet."

When you – the grower – provide a winegrape buyer with an organized, professional, visually-appealing representation of your vineyard, you are showing the buyer that you are organized, professional, and at least potentially appealing. You're also speaking their language.

**So, what exactly should you include in a vineyard technical sheet? Turn the page to find out!**



# VINEYARD TECH SHEET PARTS

## 1 THE NAME OF YOUR VINEYARD

That's right, you need a name for your vineyard if you don't already have one. For some of you this step will be the hardest part, but don't let it keep you from making progress – maybe think of the lyrics to your favorite songs for inspiration. Try to find something short, memorable, easy to pronounce, and with a niche meaning that could later connect you with a potential buyer. Imagine the name on a vineyard-designated

wine bottle one day and see if you like how that sounds.

Before you get too attached to a name, you'll want to make sure to the best of your ability that the name is not already taken, which these days is easiest done with a Google search. For information on trademarking your vineyard name, contact the Lodi Winegrape Commission.



Original Schulenburg Vineyard sign. Photo by Randy Caparoso.

## 2 A BEAUTIFUL PHOTO

You've heard it again and again, and that is because it is true – a picture is worth a thousand words. In today's currency where attention spans are shorter than ever and too many people value the photo posted on social media over the actual experience itself, a picture may be worth a million words. Not just any picture works for your tech sheet, though. You need a photo that showcases the beauty of your vines over everyone else's. A picture that tugs on the heartstrings and activates the salivary glands of a vintner. A professionally-taken photo like one on this page.

### Need help sourcing a photographer?

Here are some local, kind photographers who have experience taking gorgeous photos in the vines. Contact them directly for availability and pricing, referencing the Lodi vineyard tech sheet project.

**ROBERT CALZADA**  
Still Life Co.  
209.200.0333 | @still.life.co

**DALE GOFF**  
Goff Photography  
209.366.1548 | @goff.photo

**RANDY CAPAROSO**  
Randy Caparoso Photography  
209.642.6882 | @rcaparoso



1902 Block Zinfandel harvest morning with Mike Klouda, winemaker. Photo by Randy Caparoso.



Trellised Lodi vineyard by Dale Goff.

# VINEYARD TECH SHEET PARTS

## 3 YOUR STORY

A wise man named Raj Parr once said that “success in the wine business is 1/3 site (vineyard), 1/3 process, and 1/3 storytelling.” I promise that each and every one of you have a story worth sharing about your vineyard and your farming philosophy. The vintner needs to know your farming story to help sell their wine. You need to know your story to help sell your grapes.

Who are you and why is your vineyard special? What is interesting and unique about your vineyard or the way that you farm it? Figure out what is special, unique, charming, romantic, exciting, and interesting – then write it down in 3-4 sentences. Enlist the help of anyone you know (especially your target audience – a winemaker) to get it right.

**Need more help?** We have a professional storyteller on hand to do workshops, just give us a call to sign up for the next one (209.367.4727).

“YOU HAVE TO TELL A STORY BEFORE YOU CAN SELL A STORY.”

- Beth Comstock  
Vice Chair, General Electric

## 4 VINEYARD STATS

Winegrape buyers will be so impressed to see that you have all of your pertinent vineyard information in one readable place. Seriously. I know it's true because I ran this idea by them. We've created a vineyard tech sheet information form, which covers stats such as planting date, rootstocks, clones, soil type, spacing, trellising, previous harvest data, etc. with as much detail as possible. This form is available via email by contacting [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com).

ZINFANDEL	
Clone	<i>Field Selection</i>
Rootstock(s)	<i>Own-Rooted</i>
AVA	<i>Lodi</i>
Sub-AVA	<i>Mokelumne River</i>
Soil type	<i>Sandy Loam</i>
Planting date(s)	<i>1944</i>
Acres	<i>7.2</i>
Vine spacing	<i>10 x 10</i>
Trellising	<i>Head Trained</i>
Awards	<i>Gold Medal CA State Fair</i>
Average yield	<i>4.5 tons/acre</i>
Flavor profile	<i>Raspberry, Blackberry</i>
Brix range at harvest	<i>24-28°</i>
pH range at harvest	<i>3.65-3.85</i>
TA range at harvest	<i>4.7-5.5 g/L</i>

## 5 YOUR CONTACT INFORMATION

Use only the most permanent of contact information, since handing out a vineyard tech sheet to one buyer in 2020 may mean getting a call from him or her in 2024. If your tech sheet is “pretty” enough, it could sit on someone's desk for years before they are ready to make a purchase. This is good – it means it worked.

Remember that ideally you want to start marketing your grapes years before you need to, but if you didn't do that, we are happy that you are doing it now and having a tech sheet means putting your best foot forward.

We recommend a telephone number (with area code), an email address, the physical address of the vineyard, and the GPS coordinates of the center of the vineyard block. Once you give out this telephone number, it will be important to remember that a buyer could call at any time and you will want to sound happy to speak with them when they do. If you've ever called anyone and gotten an annoyed “hello” which really means “what the hell do you want,” you will understand the importance of this advice.

## HOW THE COMMISSION IS READY TO HELP YOU

### CREATE A PROFESSIONAL TECH SHEET

Once you have completely gathered the information in the five parts listed in this article, it is time to skillfully design your tech sheet. For assessment-paying Lodi growers, we have a fabulous professional designer on hand who will work with us at no cost to you to create a tech sheet that you will be proud of.

Call or email Dr. Stephanie Bolton at 336.692.4288 (8am – 5pm weekdays) or [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com) with questions or when you are ready with the five parts, and we will help guide you through the design process with care and enthusiasm. This step may take several weeks depending on the design team's workflow, so plan ahead if you have a meeting with a buyer lined up.

# VINEYARD TECH SHEET SAMPLES



## ABBA VINEYARD

### SYRAH

**Clone** Clone 1  
**Rootstock** Teleki 5C  
**AVA** Lodi  
**Sub-AVA** Mokelumne River  
**Soil type** Tokay Fine Sandy Loam  
**Planting date** 1996  
**Acres** 8  
**Vine spacing** 9x6  
**Trellising** Smart-Henry  
**Average yield** 3.5-4.5 tpa  
**Flavor profile** Dark Cherry, Rose Petals, Perfume, Spice, Earthiness, Licorice, Smoked Meat  
**Brix range at harvest** 26-28°  
**pH range at harvest** 3.6-3.9  
**TA range at harvest** 4.0-5.5 g/L

**Recent Awards**  
 2016 Prospect 772 Winery Black Tie Charlie (50% Abba Vineyard Syrah) - Rated 92 points Wine Spectator and 90 points Wine Enthusiast  
 2017 Wild Oak Winery Syrah, Abba Vineyard - Double Gold at 2019 SF International Wine Competition

**ABBA VINEYARD**  
 Abba Vineyards' outstanding winegrape quality has been passed over time, from generation to generation, starting when my grandfather purchased the property and began farming winegrapes. Warm days, cool nights, and a unique Smart-Henry trellising system, and precise viticultural practices produce grapes of outstanding quality that are currently used in \$20 to \$40+/bottle wines.

**CONTACT**  
 Phil Abba  
 209-481-0773 | abbavine@gmail.com

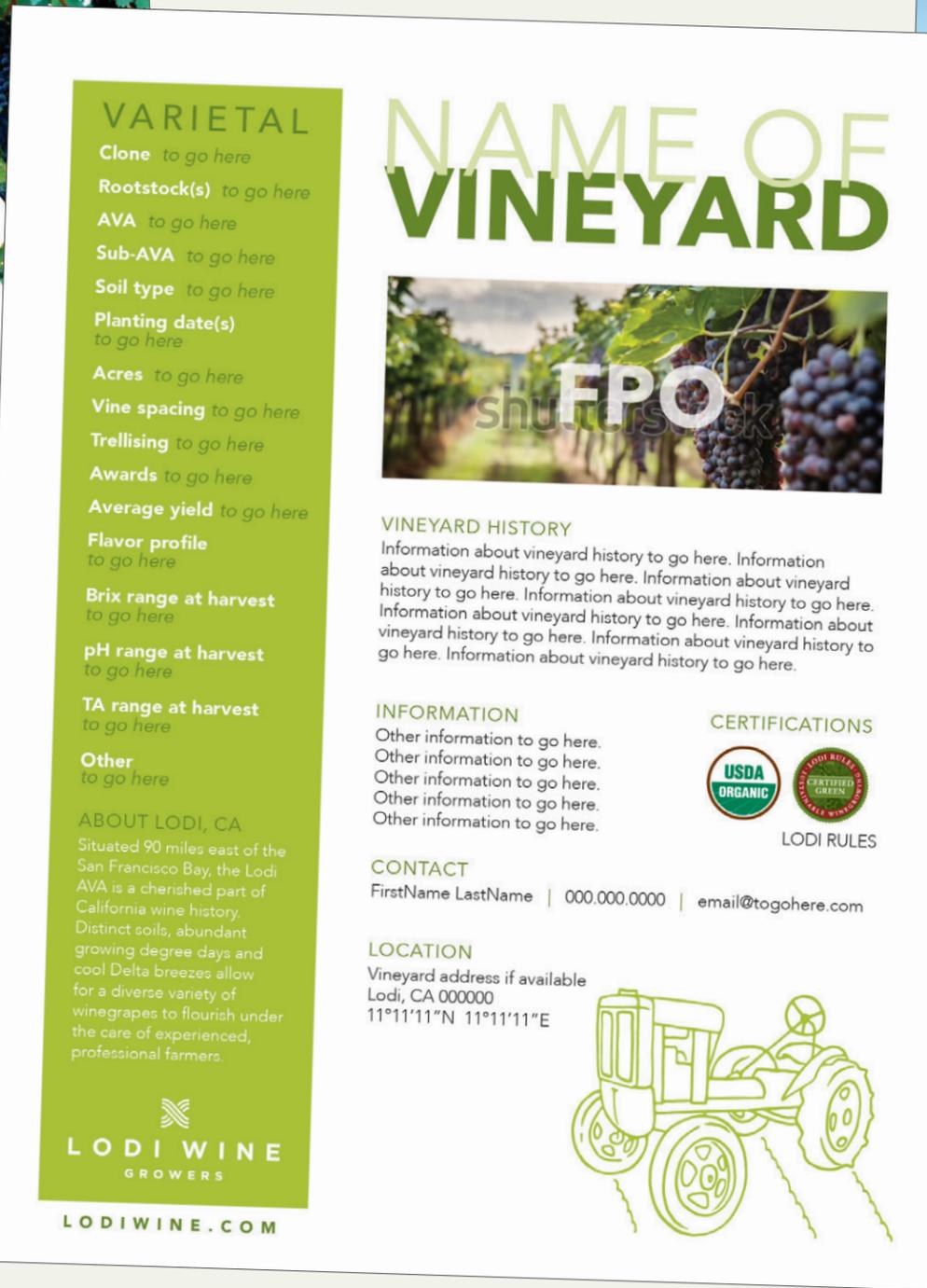
**WE'LL WORK WITH YOU**  
 We have approximately 20 tons available for purchase from our 2020 vintage and are open to selling as small lots. Wine samples from the vineyard are available.

We take pride in working with each buyer to meet individual needs throughout the growing season. We assist with all aspects of harvest from the field to the winery with all harvesting done at night with our own crews. We work with each buyer to harvest during their "perfect window" of maturity, regardless of the weather.

**“It's a 'winemaker's wine'”** - Rosenblum

**ABOUT LODI, CALIFORNIA**  
 Situated 90 miles east of the San Francisco Bay, the Lodi AVA is a cherished part of California wine history. Distinct soils, abundant growing degree days and cool Delta breezes allow for a diverse variety of winegrapes to flourish under the care of experienced, professional farmers.

**LODI WINE GROWERS**  
 LODIWINE.COM



## VARIETAL

**Clone** [to go here](#)  
**Rootstock(s)** [to go here](#)  
**AVA** [to go here](#)  
**Sub-AVA** [to go here](#)  
**Soil type** [to go here](#)  
**Planting date(s)** [to go here](#)  
**Acres** [to go here](#)  
**Vine spacing** [to go here](#)  
**Trellising** [to go here](#)  
**Awards** [to go here](#)  
**Average yield** [to go here](#)  
**Flavor profile** [to go here](#)  
**Brix range at harvest** [to go here](#)  
**pH range at harvest** [to go here](#)  
**TA range at harvest** [to go here](#)  
**Other** [to go here](#)

## NAME OF VINEYARD

### VINEYARD HISTORY

Information about vineyard history to go here. Information about vineyard history to go here.

### INFORMATION

Other information to go here.  
 Other information to go here.

### CERTIFICATIONS

USDA ORGANIC  
 Lodi Rules Certified Green  
 LODI RULES

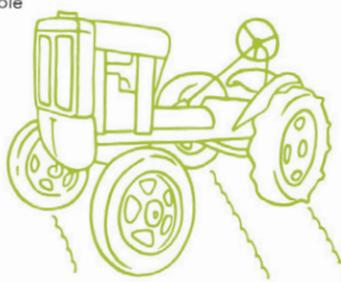
### CONTACT

FirstName LastName | 000.000.0000 | email@togoher.com

### LOCATION

Vineyard address if available  
 Lodi, CA 000000  
 11°11'11"N 11°11'11"E

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## STAR VALLEY VINEYARD

### OLD VINE ZINFANDEL

**Clone** Late 1800s  
**Rootstock** Own-Rooted  
**AVA** Lodi  
**Sub-AVA** Mokelumne River  
**Soil type** Tokay and Devries Sandy Loam  
**Planting date** 1962  
**Acres** 8  
**Vine spacing** 10x10  
**Trellising** Head trained - vertical cordon  
**Average yield** 3 - 3.5 tpa  
**Brix range at harvest** 27 - 30°  
**pH range at harvest** 3.6 - 3.9  
**TA range at harvest** 5 - 6 g/L

**ABOUT STAR VALLEY VINEYARD BLOCK**  
 In 1894, James Leroy traveled from Georgia to California where he began cultivating winegrapes on what would later become W Moore Vineyards, of which Star Valley Vineyard is the pinnacle block. James' great granddaughter, Wendy Moore, currently owns and operates the vineyard with her mother Marilyn Moore, meticulously caring for some of the same ground planted by the previous generations. The farm has been the largest supplier of Zinfandel to the Mondavi family since 1953.

**CONTACT**  
 Garret Schaefer 209.481.7239  
 gschaef3@gmail.com  
 wmoorevineyards.com  
 jwmoorevineyards

**FLAVOR PROFILE**  
 Blackberry  
 Vanilla  
 Caramel  
 Red Cherry

**CERTIFICATIONS**  
 LODI RULES  
 Lodi Rules Certified Green

**REGISTRATION**  
 Historic Vineyard Society

**LODI WINE GROWERS**  
 LODIWINE.COM

**“Pristine, high quality, flavorful grapes. We are always willing to work with any prospective clients.”**

# HOW TO USE YOUR TECH SHEET

The price of grapes is directly related to the number of wineries in a region – and to put it simply, our supply is much greater than our demand. We have 85 wineries in Lodi and 100,000 acres of grapes. For a comparison, Texas has nearly 6,000 acres of winegrapes and over 400 wineries (if you are willing to figure out the shipping logistics, you should definitely explore the Texas marketplace). Your heart can always and forever be in Lodi, but for optimum grape-selling potential, you will want to consider reaching out to more buyers outside of Lodi.

There are many, many, MANY wine industry networking events that Lodi growers are missing out on. You will have a greater

chance at selling your grapes if you seek out new buyers – it takes more than a phone call these days.

Your final tech sheet will be delivered to you as a PDF file that you will be able to share with potential buyers via email and as a print copy. Keep copies of it (with your business card, if you have one) on hand as much as possible so that you are ready when you meet a potential buyer – which can happen anywhere. Having them in a folder in your truck is a great start.

We'll have more outreach on how to make a list of potential buyers specific to your niche market soon.



# NEXT STEP FOR THE MODERN FARMER

Read Dale Carnegie's book, *How to Win Friends and Influence People*. The world would literally be a better place if everyone read this book. If you really want to be more profitable as a farmer, you will read it. It is especially helpful for the reluctant salesperson (selling your grapes makes you a salesperson) who cringes at the idea of having to persuade someone of their awesomeness in order to get a favorable contract. I particularly like the book because it's full of real-life stories, it's timeless, and it's based on honesty. Multiple copies are available to borrow through the Lodi Winegrape Commission (209.367.4727) and the Lodi Library (209.333.5566).

## FUTURE ACTIONS

- KNOW WHAT PRICE YOU NEED FOR YOUR GRAPES TO TRULY BE PROFITABLE
- HAVE A WINE SAMPLE TO SHARE WITH POTENTIAL BUYERS
- DISCOVER YOUR NICHE MARKET



## THE MODERN FARMER SERIES

is brought to you via a joint effort by the Lodi Winegrape Commission's Research, Education & Communications and Grower Marketing Committees. Contact Dr. Stephanie Bolton for more information – 336.692.4288 (cell), 209.367.4727 (office), or [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com).



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**LODI WINEGRAPE COMMISSION**  
2545 West Turner Road  
Lodi, CA 95242

This newsletter and previous newsletters can be downloaded from our website: [LODIGROWERS.COM](http://LODIGROWERS.COM)

## UPCOMING EVENTS



There's something  
happening here.

**AUG**  
**20**  
**3 - 5 PM**

HOW TO TELL YOUR  
FARMING STORY TO  
BUYERS WORKSHOP.

### **HOW TO TELL YOUR FARMING STORY TO BUYERS WORKSHOP**

**VENUE** Online via GoToMeeting.

**COST** FREE for Crush District 11 winegrowers.

**SPEAKER** Lisa Cantrell, Founder of Capital Storytelling and Professor at Sacramento State.

**DESCRIPTION** Storytelling is a skill needed in sales. As part of The Modern Farmer Series, the Lodi Winegrape Commission is committed to helping our farmers tell their farming stories – especially to buyers. This interactive online workshop, hosted by professional storyteller and Sacramento State Professor Lisa Cantrell, will help to pull the stories we know you have out of you and onto your new Vineyard Tech Sheet.

**REGISTRATION REQUIRED** (open to assessment-paying Lodi growers). Email [stephanie@lodiwine.com](mailto:stephanie@lodiwine.com) to check availability as space is limited to 12 participants only. We will host more storytelling workshops as needed.