



RESEARCH, EDUCATION, & COMMUNICATION COMMITTEE
MEETING MINUTES
January 7, 2020

Date: Tuesday, January 7, 2020
 Time: 12pm
 Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi CA 95242

1. The meeting was called to order at 12:05pm by Committee Chairman Larry Whitted. The Commission’s mission statement was shared.
2. Those in attendance are indicated below. A quorum was established.

First Name	Last Name	Attended
Scott	Armolea	x
Amy	Blagg	x
Kyle	Brown	x
Ben	Duesterhaus	x
Brad	Goehring	x
Galen	Schmiedt	x
Keith	Striegler	x
Mike	Klouda	x
Joe	Valente	
Ed	Van Diemen	
Larry	Whitted	x
Pieter	den Hartog	x
Chris	Storm	x

Staff present: Dr. Stephanie Bolton and Stuart Spencer. *Guests present:* Brie Malta, Stanton Lange (Grower and Demo Vineyard Manager), Richard Lauchland (Grower Marketing Committee), Matt Teresi (Grower), Louis La Rossa (Mid Valley Ag), Garret Schaefer (LWC Board), and Dr. Karen Block (UC Davis V&E).

3. Consideration of Previous Minutes. Blagg/Striegler made a motion to approve the May 21, 2019 meeting minutes. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.
4. No public comment.
5. Grower education programs:
 - Review of recent meetings
 - We did a roundtable review. The SUSTAINABLE AG EXPO stood out as a good representation of Lodi – we presented our Virus Outreach Project, which was well-received and will be a Wine Business Monthly print article in the February issue. Several Lodi growers attended and we hosted a networking dinner which will be repeated in 2021.

- Ideas for future outreach meetings
 - LODI RULES ANNUAL YEAR-END RECAP EVENT on January 16 at Burgundy Hall. Guest speakers include Kent Reeves and Steve Matthiasson. Stephanie will give an overview of the program, recent stats, and how to use beneficial insects to showcase sustainability and to engage the next generation.
 - LODI WINEGRAPE COMMISSION ANNUAL MEETING on January 23 at Hutchins Street Square. Stuart will give a presentation to unveil our new Commission branding and Stephanie will talk about REC successes.
 - IPM NETWORK BREAKFAST MEETING on February 4 at Burgundy Hall. Guest speakers are Kerri Steenworth and Kate Scow. Topic is soil and crop rotation. Keith will check with Jackie and Danielle to see if they can volunteer to help.
 - UNIFIED SYMPOSIUM on February 4-6 in Sacramento. The Commission will host a booth and several of our growers are on panels – Keith helped to organize some great talks.
 - UC WINE & WINEGRAPE RESEARCH SEMINAR on February 11 in Davis. This is an annual meeting where AVF-funded scientists give short talks about their research. We'll be presenting our Virus Outreach project.
 - UCCE SPRAY CALIBRATION TRAINING on February 20 at Kautz Farms. Joe Valente is helping Lynn Wunderlich (Foothills Farm Advisor) host an airblast sprayer calibration training, which will be very thorough.
 - LODI GRAPE DAY on February 25 at Hutchins Street Square. We may still need a speaker – possibilities include Mark Battany, Alex Livin, George Zhuang, and Karen Lowell.
 - STOCKTON HEAT LODI GROWER SOCIAL on February 29 in Stockton. Lodi Wine is taking over the Stockton Heat hockey team this evening and is hosting a pre-game wine tasting.
 - UC DAVIS VITICULTURE & ENOLOGY ON THE ROAD on March 17 at Burgundy Hall. Karen Block has set up a full day of UC speakers, including Megan Bartlett, Elisabeth Forrestel, Mason Earles, David Block, Anita Oberholster, Ben Montpetit, and Larry Williams.
 - MEALYBUG & VIRUS OUTREACH MEETING on April 9 at the Stockton Ag Center. This will be the third and final big outreach meeting from our AVF and CDFA grant project. We'll share new, local information about virus mapping and spread, along with a surprise speaker from New Zealand.
 - UC COST STUDY WORKSHOP. Amy told us that a new Vineyard Cost Study is complete and should be ready to share with growers soon.
 - PRUNING DEMO. Focusing on technique, pricing, cane pruning and spur pruning. Possible experts: Floyd Chambers/Craig Thompson, Joe Valente, Mike's foreman. Possible venue: Stanton's Teroldego. Possible time: soon.
 - "GROWER INVENTIONS" MECHANIZATION MEETING. A show & tell of mechanized equipment that has been uniquely modified by specific companies. To get the most out of the meeting, have videos of the equipment being used.
 - NUTRIENT SEMINAR with Stan Grant. Possible time: March to April 2020.
 - HEDGEROW WORKSHOP with the Xerces Society. Possible time: March to April 2020.
 - NEW GROWER OUTREACH SERIES ON PROFITABILITY: THE MODERN FARMER SERIES. Stephanie has been working with the Grower Marketing Committee to brainstorm a new outreach series to help enhance profitability for our farmers. Topics include: sales, networking, communicating your value to buyers, professionalism, storytelling, finding a niche market, diversification, quality, etc. The series will include educational field trips outside of Lodi and invited speakers. Launching: April/May 2020.
 - MECHANIZATION DEMOS with GALLO. Will plan with Keith on an as-needed basis – only if there is something "new" to show.
 - IRRIGATION EFFICIENCY FIELD DAY with GALLO. Possible time: Summer.

- ROOTSTOCK FIELD DAY with GALLO. Possible time: July 2020.

6. Grower communications:

- Frequent emails and website updates.
- Postcards for events.
- Open door policy.
- Lodi Winegrape Commission Annual Report to be passed out at ANNUAL MEETING on January 23.

7. Winegrape research in Crush District 11:

- Research projects and focus group updates
 - The Virus Outreach Project continues to get lots of attention, with several grower groups inviting us to speak – Temecula, Paso Robles, the Foothills, etc. The Grower Marketing Committee is very pleased with the success of the project and how it is showing our viticultural industry leadership. Next up is rootstocks!
 - Research in CD11 is moving forward, with scientists interested in helping us solve some of our challenges such as ant control (Kris Tollerup) and the Sudden Vine Collapse (Akif Escalon, Kendra Baumgartner, Maher Al Rhwanhah).
 - The progress made on the virus/Sudden Vine Collapse front is really helping our growers – one grower email reads, “I’m so glad I started coming to these meetings. I have no doubt they have saved my mom’s vineyard.”
 - We helped to get leafroll virus approved as an eligible natural disaster under the USDA’s Tree Assistance Program, which provides financial assistance to growers pulling out vines affected by the virus.
- Potential district-wide projects
 - GREAT NEWS: The Lodi Winegrape Commission is a collaborator on a recently awarded \$1 million BIFS grant project led by Dr. Kent Daane, which we’ve been working towards for over three years – “Refinement and Implementation of an Areawide Program for Vineyard Pathogens and their Insect Vectors.” The project will help us optimize regional vine mealybug and leafroll management.

8. Weather Network services. Matt Teresi would like to install a new weather station in an area approved as a need by Western Weather. The Committee agreed to cost-share this new station, Teresi-Alpine Rd.

9. Stanton Lange has been working with a local and talented landscape architect, Jeff Gamboni, to redesign the Demonstration Vineyard in order to improve it’s appeal to consumers, educational value, and functionality. Jeff has put together a proposal and estimate, which was shared with the Committee.

10. Farm Advisor position:

- Our San Joaquin Co. Viticulture Farm Advisor position was not selected as one of the 6 CE Advisor positions approved in December 2019 from the 2018 proposals. The announcement email was shared with the Committee. We continue to meet with ANR to show support for the position.

11. The FY2019-2020 Budget to date was reviewed.

12. Brief reports from other LWC Committees:

- LODI WINE COUNTRY: Wine & Chocolate and ZinFest are getting refreshed looks, with the help of Honey Agency.
- LODI RULES: The program continues to grow, with over 51,000 acres certified in 2019.

- **GROWER MARKETING:** Please attend the Lodi Winegrape Commission Annual Meeting to learn more about the new branding, which includes a Lodi Winegrowers logo and a Lodi Winegrape Commission logo, in addition to the Lodi Wine logo.

13. Public comment on items not appearing on the Agenda (2 min limit). New grower Matt Teresi shared that he has been very pleased with the grower meetings and he thanks everyone for their hard work to offer valuable information to growers.

14. Items for future Agendas: Viticulture Research Specialist.

15. The next meeting is scheduled for March 24th at noon.

16. den Hartog/Striegler made a motion to adjourn. The meeting was adjourned at 2:15 pm.

Respectfully submitted,



Stephanie L. Bolton, PhD

Research, Education, & Communications Director

Lodi Winegrape Commission