



RESEARCH, EDUCATION, & COMMUNICATION COMMITTEE
MEETING MINUTES
April 28, 2020

Date: Tuesday, April 28, 2020
Time: 2pm
Location: Online

1. The meeting was called to order at 2:04pm 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	
Keith	Striegler	x
Mike	Kluda	x
Joe	Valente	x
Ed	Van Diemen	
Larry	Whitted	x
Pieter	den Hartog	
Chris	Storm	x

Staff present: Dr. Stephanie Bolton and Stuart Spencer.

Guests present: Bri Malta (representing Ed Van Diemen) and Stanton Lange (Grower and Demo Vineyard Manager).

3. Consideration of Previous Minutes. Blagg/Brown made a motion to approve the January 7, 2020 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. Since the January 7th Committee meeting, the Commission hosted or co-hosted the Lodi Winegrape Commission Annual Meeting (1/16), the LODI RULES Annual Meeting (1/23), the February IPM Network Breakfast Meeting (2/4), Lodi Grape Day (2/25), a social with the Stockton Heat Hockey team (2/29), the March IPM Network Breakfast Meeting (3/3), and a Hedgerow Workshop with the Xerces Society (3/10). The UCCE Spray Calibration Training at Kautz Farms went well, with about 50 people attending.

- Ideas for future outreach meetings
 - The UC DAVIS VITICULTURE & ENOLOGY ON THE ROAD (originally scheduled for March 17) will be postponed to July 13 and will be held at Burgundy Hall or delivered online. 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.
 - The MEALYBUG & VIRUS OUTREACH MEETING (originally scheduled for April 9) may be held on August 27 or later at the Stockton Ag Center. This will be the third and final big outreach meeting from our AVF and CDFA grant project.
 - UC COST STUDY WORKSHOP. Amy Blagg plans to check in on the readiness of the Cost Study.
 - "GROWER INVENTIONS" MECHANIZATION MEETING. A show & tell of mechanized equipment that has been uniquely modified by specific companies. Out of all our future meeting ideas, this idea may work the best as a virtual meeting.
 - NUTRIENT SEMINAR with Stan Grant. Earliest date: July 2020 IPM Meeting.
 - NEW GROWER OUTREACH SERIES ON PROFITABILITY: THE MODERN FARMER SERIES. Dr. Stephanie Bolton 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: May/June 2020. We're working on figuring out which topics can be delivered without in-person grower meetings, and how to best deliver these messages since growers – the target audience – do not prefer webinars or educational videos.
 - ROOTSTOCK FIELD DAY with GALLO. Possible date: July 9, 2020 or in the fall. The Committee brainstormed some ideas about holding a virtual field day. Dr. Keith Striegler and Dr. Stephanie Bolton will continue to organize this meeting however is best depending on current restrictions.

6. Grower communications:

- Lodigrowers.com website updates continue with the Lodi Wine re-branding.
- The Lodi Winegrape Commission Annual Report was passed out at the Commission's ANNUAL MEETING and was mailed to growers.
- Stuart Spencer prepared an update letter on Commission activities during the coronavirus pandemic and mailed it to growers on the assessment mailing list. It will also be shared with Committee and Board members not on the list.
- The weekly viticulture blog is going strong and regularly gets picked up by industry news outlets.

7. Winegrape research in Crush District 11:

- Research projects and focus group updates
 - The Virus Focus Group's official grant activities are nearly wrapped up. A thousand copies of the 138-page grower virus workbooks (paid for with grant dollars) arrived and we are figuring out a way to get them in the hands of our growers without the big Mealybug & Virus Outreach Meeting happening for a while. Both the Western SARE and the American Vineyard Foundation grants will be extended in light of the coronavirus pandemic. Next up for a focus group is rootstocks!
 - Research in CD11 is moving forward, with scientists interested in helping us solve some of our challenges such as ant control (Dr. Kris Tollerup – planning a second season of LWC-funded ant bait research) and the Sudden Vine Collapse (Dr. Akif Eskalen applied for grant funding to continue testing in Lodi in 2020).

- Dr. Kris Tollerup is willing to identify ant species in Lodi vineyards – growers can get vials from the Commission to use for ant collection.
- Dr. Kent Daane’s BIFS grant project (\$1 million) is off to a great start, as he is pleased with the organization of Lodi growers and especially the newly formed Jahant Alliance. Chris Storm has a pheromone mating disruption trial that just began with Kent.

- Potential district-wide projects: rootstock research.

8. Weather Network services. Mike Klouda updated the Committee that the weather network is doing well. Constellation added a new station to the network at Woodbridge Winery, and this will be the first station with air quality data (which they have agreed to share).

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 for the design, which was shared with the Committee at the January 2020 meeting. The Committee increased the budget for the Demonstration Vineyard to kickstart this upgrade in their FY2020-21 Budget Request.

10. Viticulture Research Specialist. The Committee discussed the possibility of a new Lodi Winegrape Commission staff member to help plan, conduct, analyze, and communicate the results of on-farm vineyard trials around topics of importance to Lodi growers (such as rootstock selection). Dr. Stephanie Bolton and Stuart Spencer will prepare a job description for the Committee to review at the next meeting.

11. Farm Advisor position: Amy Blagg and others have been in close contact with legislators who may be able to help promote a Lodi Viticulture Farm Advisor position. With the coronavirus pandemic costing the state millions of dollars, it is unlikely that we will see any movement towards opening the position in 2020.

12. The FY2019-2020 Budget (through February 2020) and draft FY2020-2021 Budget Request (in a new format) were reviewed. Storm made a motion to approve the draft FY2020-2021 Budget Request as-is and Blagg seconded the motion. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.

13. Brief reports from other LWC Committees: none.

14. Public comment on items not appearing on the Agenda (2 min limit): none.

15. Items for future Agendas: Viticulture Research Specialist.

16. The next meetings are scheduled for May 19th at 1pm (virtual) and June 23rd.

17. Valente/Striegler made a motion to adjourn. The meeting was adjourned at 4:06pm.

Respectfully submitted,



Stephanie L. Bolton, PhD
 Research, Education, & Communications Director
 Lodi Winegrape Commission