



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, February 24, 2020
 Time: 12pm
 Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi CA 95242

1. The meeting was called to order at 12:03pm by Committee Chairman Aaron Shinn.
2. Roll Call:

Attended	First Name	Last Name
x	Phil	Abba
x	Warren	Bogle
x	Lee	Caton
x	Bruce	Fry
	Charlie	Hamilton
x	Madelyn	Kolber
x	Stanton	Lange
x	Kevin	Phillips
	Steve	Quashnick
x	Chris	Storm
x	Aaron	Shinn

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff) and Stuart Spencer (LWC staff).

3. Motion to approve December 16, 2019 meeting minutes. Lange/Fry – Motion carried. No “NO” votes. One abstention due to meeting absence.
4. Public comment on items appearing on the agenda: none.
5. Program updates:
 - Marketing & Promotions
 - Attendance at the 2020 LODI RULES Annual Meeting and 2019 Year-End Recap Event held on January 16, 2020, at Burgundy Hall was high (about 170 people) – including a new potential grower from Washington state. Speakers (Kent Reeves and Steve Matthiasson) and topics were well received, as was the food truck style lunch.
 - New LODI RULES plantable seed coasters are available, showcasing the seal and directing people to lodirules.org. These coasters have yarrow seeds embedded in

- them and describe some main benefits of cover crops for farmers. They were passed out at the annual meeting and at Unified.
- Dr. Bolton is working with a marketing and communications company called Reingold to produce three communications kits (based on level of sustainability knowledge) pro bono.
 - Dr. Bolton gave a sustainable winegrowing presentation for the Constellation vit team on February 20.
 - The new Sustainable Vineyard Map illustration by Michael Mullan will be turned into a magnetic toy for the next generation.
 - Building on the beneficial insect outreach and Xerces Society partnership, the Commission is hosting a Hedgerow Workshop with Jessa Kay Cruz and LangeTwins on March 10, 2020.
 - Dr. Bolton will attend the Sustainable Winegrowing Summit East in Long Island in May. Committee members are encouraged to join if it is feasible.
 - Dr. Bolton will be hosting a LODI RULES master class at the International Cool Climate Symposium, held at Brock University, in Summer 2020.
 - More educational outreach outside of Lodi can always be done. Targeting health-conscious regions in California would be smart for when we begin marketing the program to wine retailers.
 - Dr. Bolton met with several other sustainable winegrowing programs while at Unified. At this meeting, we were informed that CSWA (California Sustainable Winegrowing Alliance) initiated a grant project to define sustainable winegrowing and winemaking. CSWA, LIVE, Long Island Sustainable Winegrowing, Oregon Wine, New York Wines, SIP Certified, Washington State Wine, and Washington Winegrowers have all agreed to a final definition of sustainable winegrowing and winemaking which was shared with the Committee for review. Suggestions for improvement will be passed along to CSWA.
 - Program Improvements
 - All LODI RULES materials/documents in the binder, on the flash drives, and on our two websites were updated in January for the LODI RULES Annual Meeting.
 - Several people from Lodi attended a meeting with Systembolaget in Napa on February 19 to go over their first certification benchmark study, in which LODI RULES appeared to receive one of the highest rankings. The Committee discussed the idea of hosting a conference at Wine & Roses for sustainability directors to further guide a conversation around sustainability comparisons and value in the marketplace in 2021, with other California programs. Everyone was in favor.
 - A grower from Washington state will be applying for LODI RULES certification this year. Another Washington state grower has expressed interest in the program (making the total interested = 3).
 - Commission outreach is launching a new profitability series in the late Spring of 2020.
 - Since we will have a new pesticide risk model in 2021, this is a good time to unveil any new standards we wish to add to improve our program. New standard topics brainstormed today include: vine mealybugs/viruses, soil, beneficial insects (releases), adjusting applications around grape bloom for bees, pesticide mitigation strategies, social and human rights, contingency plans for emergencies,

automation efficiencies (tractors, irrigation), and greenhouse gases. Any new standards or standard revisions will need to be submitted to Protected Harvest by August 2020 for inclusion in the 2021 certification year.

- 2020 Spring Social – locations were brainstormed, with Klinkerbrick topping the list. A possible date is May 20.
 - Winery Communications
 - Four new wineries have signed up to use a LODI RULES seal on their labels since our last Committee meeting.
 - Protected Harvest and SureHarvest News
 - Protected Harvest’s new online application is live and growers are providing feedback.
 - Pesticide Risk Model for 2020 certification year & beyond
 - Dr. Pierre Mineau is in the process of creating risk points for each material. Ariel Larson has provided us with a timeline for the transition, showing a PRT trial period in 2020 and an expected launch in 2021.
 - Dr. Cliff Ohmart has asked for 10 grower volunteers to pilot the new pesticide risk tool in 2020. 8 Committee members volunteered.
6. The FY2019-2020 Budget through February 21, 2020 (not closed) was reviewed.
7. Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:
- Stuart Spencer updated everyone on the Commission’s marketing activities and told us that there will be new sustainable initiatives for this year’s ZinFest, which will have a new name.
 - Committee members were invited to attend Lodi Grape Day on February 25, UC Davis Viticulture & Enology On the Road on March 17, and the Mealybug & Virus Outreach Meeting on April 9.
8. Public comment on items not appearing on the agenda: none.
9. Future agenda items: none.
10. Next meeting is on April 13, 2020, at noon in the LWC Conference Room.
11. Meeting adjourned at 2:24pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director