



**RESEARCH, EDUCATION, & COMMUNICATION COMMITTEE
MEETING MINUTES**

Date: Tuesday, August 18, 2020
Time: 1pm
Location: Online

1. The **meeting was called to order** at 1:05pm 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	
Pieter	den Hartog	
Ben	Duesterhaus	x
Brad	Goehring	
Mike	Kluda	
Chris	Storm	x
Keith	Striegler	x
Joe	Valente	x
Larry	Whitted	x

Staff present: Dr. Stephanie Bolton, Stuart Spencer, and Gabriella Goode.

Guests present: Garret Schaefer (LWC Board), Dr. Karen Block (UC Davis V&E), Stanton Lange (Grower and Demo Vineyard Manager), and Ted Rieger (Journalist).

3. **Consideration of Previous Minutes.** Striegler/Armolea made a motion to approve the June 23, 2020 meeting minutes. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.

4. **Public comment.** The WOW Science Museum needs owl pellet donations and they are selling STEAM bags for children – ideas on activities are welcomed. Congratulations to Scott Armolea, who was recently voted onto the Lodi Winegrape Commission Board.

5. Grower education programs.

- **Review of recent events**

- Dr. Bolton was a guest speaker on the Western IPM Hour series on July 8th, where she discussed engaging the next generation of farmers through fun integrated pest management.
- Dr. Block’s virtual UC On the Road in Lodi event on July 13th introduced new members of the UC faculty and will be shared online in the lodigrowers.com viticulture blog.
- LDGAA hosted Lodi Harvest Safety Day virtually in English and Spanish on July 13th.
- The grower virus book launch is going well, with hundreds of books getting distributed across Lodi and beyond, and lots of positive feedback. Dr. Bolton presented the book to the El Dorado Wine Grape Growers Association and the electronic versions (on flash drives) are now available. EDWGGA will pay to have books shipped to their members.
- In early April, Lodi growers received an article by mail introducing the Modern Farmer Series (outreach for profitability and grape marketing) and explaining the power of a Vineyard Tech Sheet. Growers now have the option to create a Vineyard Tech Sheet with a professional

designer, a new service offered by the Commission. Growers can contact Dr. Bolton to get started.

- On August 13th the Commission hosted a YouTube Live Premiere of a professional, educational Mealybug Biocontrol video produced as part of our USDA Western SARE grant project. So far we have had 292 views, including some important people in the world of pesticide regulations.

- **Ideas for future events**

- The Commission is hosting a “How to Tell Your Farming Story to Buyers” workshop on August 20th with professional storyteller Dr. Lisa Cantrell.
- Possible future event topics: Bot canker complex (Scott Armolea will write a blog post), nutrient management (we have Stan Grant waiting in the wings), niche market talks, mealybug and virus Q&A (to be housed on virus webpage).
- Dr. Bolton will be a speaker at the Vineyard Team’s Sustainable Ag Expo, to be held virtually this year in November – December.

6. Grower communications.

- As print materials become more important, we’ve been working with a design team to create new newsletter templates using the LODI WINE branding. Instead of a longer traditional newsletter, we will release more specific content in the areas of: The Modern Farmer Series, Lodi Winegrape Commission Updates, Viticulture Research, etc.
- Dr. Bolton is writing a book called “How to Get the Most Value out of Your Commission: Grower Edition” which will explain the opportunities offered to growers through the Commission.
- The lodigrowers.com website rebranding is still in progress.
- The Commission has COVID safety posters available in English and Spanish.

7. Winegrape research in Crush District 11.

- **Research projects and focus group updates**
 - Ant bait trials with Dr. Kris Tollerup (and Mark Shimosaki) continue this season, as will virus testing for the sudden vine collapse.
 - Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application.
 - The Virus Focus Group has been passing out virus books all over California and beyond (thanks Dr. Striegler!). The final grant report for the CDFA PD/GWSS funding was written and turned in.
 - The Western SARE mealybug biocontrol project was chosen to be shared as a Factsheet on the SARE website.
- **Potential district-wide projects**
 - Rootstock research with replicated trials across our district.
 - The Committee reviewed a proposal by Jessa Kay Cruz, Senior Conservationist, to support beneficial insect/monarch habitat grant work in Lodi by our frequent collaborator, The Xerces Society. Stuart Spencer explained the benefits of this project collaboration, which we will move forward with.

8. Weather Network services.

- Will Farr (Western Weather) wrote a weather blog for us about the 2020 growing season, which was posted on June 29th.
- The new Constellation weather station has an air quality sensor, so we will get air quality data on the Western Weather Lodi page now.
- Annual station calibrations will begin soon.
- There is a firewall issue at Lodi-West.
- Verizon is ending service with all 3G modems at the end of 2020.
- Sloughhouse is blocked by trees and needs to be moved for better accuracy of data. Western Weather has offered to physically move the equipment.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements. He is doing such a superb job that one vine is growing all the way up a neighboring tree!

10. Viticulture Research Specialist position.

- The expected hiring date is January 2021.

11. **Farm Advisor position.** Rhonda Smith (UC Farm Advisor – Sonoma County) retired. Dr. Michelle Moyer (WSU) gave an outstanding talk on the topic of extension at an ASEV virtual seminar.
12. There is nothing to share from the **FY2020-2021 Budget** yet.
13. **Reports from other Committees.**
 - Stuart Spencer updated the Committee on the Lodi Winegrape Commission's marketing efforts. The Mealybug Biocontrol video and the book WHAT EVERY WINEGROWER SHOULD KNOW: VIRUSES will be promoted through the Lodi Wine channels.
14. **Public comment on items not appearing on the Agenda (2 min limit):** Dr. Striegler updated the Committee on NGRA activities.
15. **Items for future Agendas:** none.
16. The **next meeting is scheduled for October 27th at 1pm.**
17. Valente/Blagg made a motion to adjourn. The **meeting was adjourned** at 2:23pm.

Respectfully submitted,



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