



LODI WINE
WINEGRAPE
COMMISSION

LODI RULES

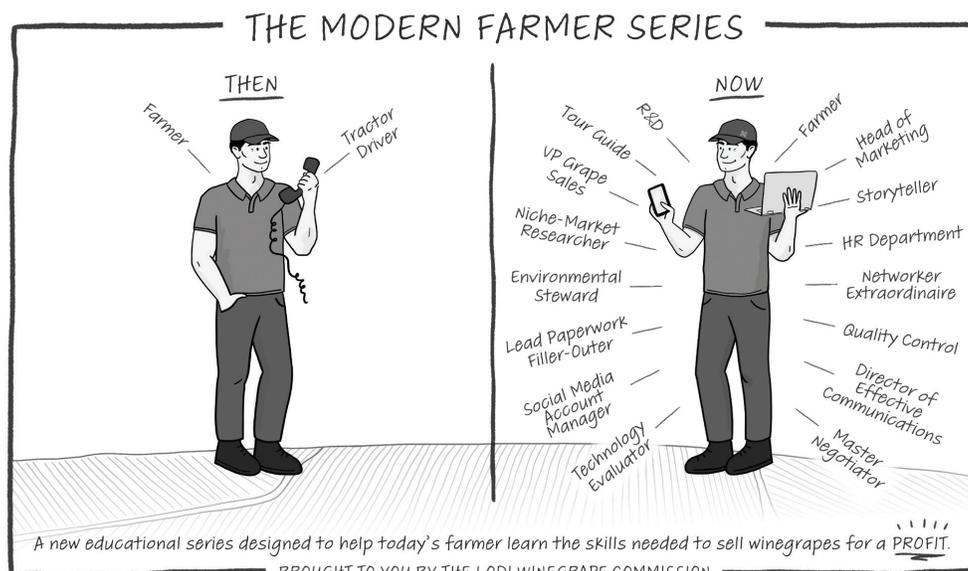


Grower Marketing Tools

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

FEBRUARY 2021

At the Lodi Winegrape Commission, we launched an educational program this past summer focused on grower profitability and marketing called THE MODERN FARMER SERIES. In true LODI RULES style, we developed the curriculum over years of in-depth conversations and test runs with growers, buyers, winemakers, and other experts. We want to help



our Lodi and our LODI RULES growers (now in 16 different California Crush Districts, Washington state, and Israel) build their grape marketing skills to help sell their grapes for a profit. After all, profitability is a main component of sustainability!

Most of you are aware of the marketing tools we've created over the past few years specifically for LODI RULES growers. Below is a summary just in case you need a reminder. The following article introduces a new tool – a concept called a “Vineyard Tech Sheet” – and describes how we can help you create it. We've also started offering workshops on “How to Tell Your Sustainable Farming Story” so that you feel more confident speaking to buyers and others about sustainability and what that means to you.

MARKETING TOOLS FOR LODI RULES GROWERS

- LODI RULES, CALIFORNIA RULES, and CERTIFIED GREEN Winery Handbook & Branding Guidelines (available in print and as a PDF)
- “How to Tell Your LODI RULES Story” handout
- “Talking with Winegrape Buyers about LODI RULES” handout
- lodirules.org and californiarules.org websites (with a certified vineyard section)
- LODI RULES Kids Explain Sustainability video
- LODI RULES, CALIFORNIA RULES, and CERTIFIED GREEN vineyard signs
- Promotional items/swag: LODI RULES hats, Hydro Flasks, wine glasses, patches, pens, truck decals, stickers, pins, postcards, pop-top water bottles, yarrow seed coasters
- LODI RULES flash drives with the Standards, program information, and bonus material
- Communications kits - “LODI RULES: An Introduction,” “LODI RULES: A Deeper Dive,” and “LODI RULES: For Researchers”
- LODI RULES, CALIFORNIA RULES, and CERTIFIED GREEN infographics with current stats
- “The Sustainable Vineyard” illustration by Michael Mullan
- ***NEW*** LODI RULES Vineyard Tech Sheets
- ***NEW*** “How to Tell Your Sustainable Farming Story” workshops



Please visit lodigrowers.com/standards to access many of these tools.

THE POWER OF A VINEYARD TECH SHEET

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

Stephanie Bolton, PhD | LODI RULES Sustainable Winegrowing Director | stephanie@lodiwine.com

LET'S SELL THOSE CERTIFIED GRAPES!

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.

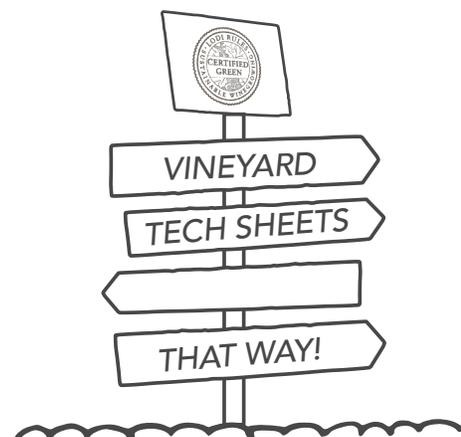


SUTRO tech sheet used with permission from LODI RULES grower/vintner, Alice Sutro. Her tech sheets are available in English and Spanish.

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 CONTENTS

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 easily done with a Google search. For information on trademarking your vineyard name, contact us (stephanie@lodiwine.com).



Original Schulenburg Vineyard sign. Photo by Randy Caparoso.

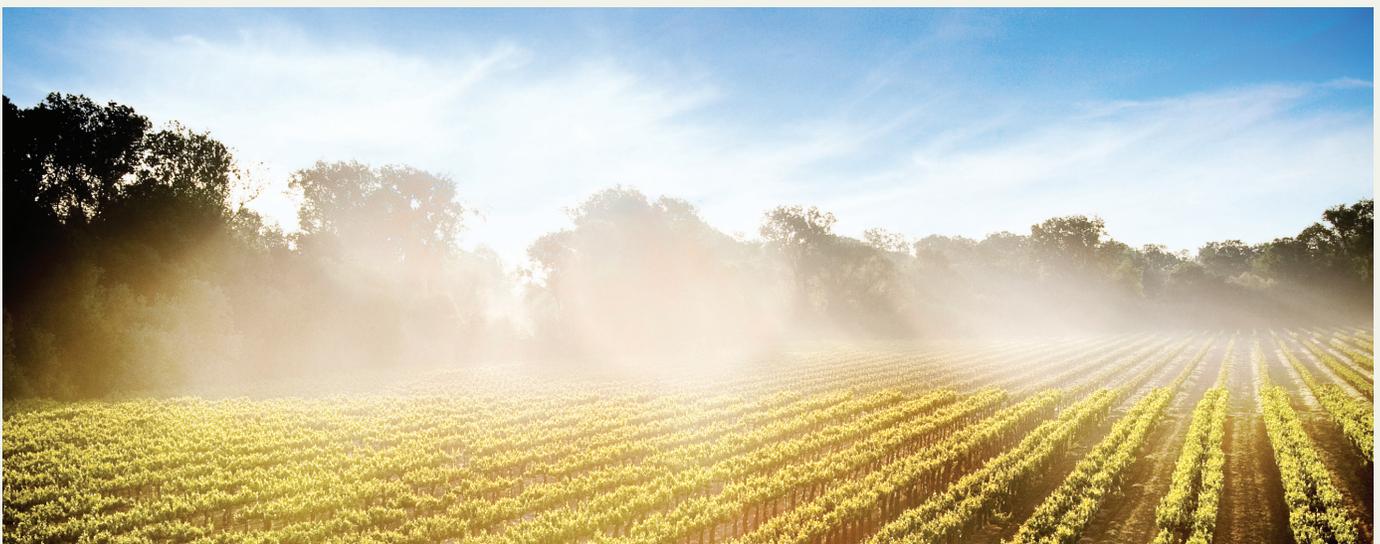
VINEYARD TECH SHEET CONTENTS

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 the ones on this page. We have a photo style guide available that was created specifically for this tech sheet project. Contact us to get a copy (stephanie@lodiwine.com).



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



Trellised Lodi vineyard by Dale Goff.

VINEYARD TECH SHEET CONTENTS

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 three to four 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 hold workshops. Just send us an email to sign up for the next one (stephanie@lodiwine.com).

“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.

| 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> |

VINEYARD TECH SHEET CONTENTS

5 YOUR CONTACT INFORMATION

Use only the most permanent of contact information, since handing out a vineyard tech sheet to one buyer in 2021 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. If you didn’t do that, we are happy that you are doing it now. 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 for the five components listed in this article, it is time to skillfully design your tech sheet. For certified LODI RULES 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 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 EXAMPLES



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 9 x 6
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



LODIRULES.ORG

ABBA VINEYARD

Abba Vineyards' outstanding winegrape quality has evolved over three generations, starting in 1880 on the property in Lodi, California. The cool night system, and grapes are sold in \$20 to

CONTACT

Phil Abt
 abba@abba

WE'LL

We take their in We ca to the our ov harve regar Wine

IT'S

ABO
 LOD
 pro
 and
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VARIETY

- 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](#)

ABOUT LODI RULES

LODI RULES is California's original sustainable viticulture program. Vineyards are certified on an annual basis, and the certification process is rigorous, based in science, voluntary, and third-party accredited and audited. Over 100 farming practices address business, human resources, ecosystem, soil, water, and pest management.



LODIRULES.ORG

VINEYARD NAME HERE



VINEYARD HISTORY

Info about vineyard to go here. Info about vineyard to go here.

INFORMATION

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

LOCATION

Vineyard address
 GPS coordinates
 Elevation

CONTACT

Name
 Phone
 Email
 Website

CERTIFICATIONS

LODI RULES

ADDITIONAL INFO

If there is any additional information, it can go in this section here.



VINEYARD TECH SHEET EXAMPLES

STAR VALLEY VINEYARD



ABOUT STAR VALLEY VINEYARD

In 1894, James Leroy traveled from Georgia to California where he began cultivating winegrapes on what would later become JW 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.

CERTIFICATIONS

LODI RULES

LOCATION

38.1191 N -121.3349 W

CONTACT

Garret Schaefer
209.481.7239 | gschaef3@gmail.com
jwmoorevineyards.com
@jwmoorevineyards

ABOUT LODI RULES | LODIRULES.ORG

LODI RULES is California's original sustainable viticulture program. Vineyards are certified on an annual basis, and the certification process is rigorous, based in science, voluntary, and third-party accredited and audited. Over 100 farming practices address business, human resources, ecosystem, soil, water, and pest management.

REGISTRATION

Historic Vineyard Society

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 10 x 10

TRELLISING Head trained -
vertical cordon

AVERAGE YIELD 3 - 3.5 tpa

FLAVOR PROFILE Blackberry,
Vanilla,
Caramel,
Red Cherry

BRIX RANGE AT HARVEST 27 - 30°

PH RANGE AT HARVEST 3.6 - 3.9

TA RANGE AT HARVEST 5 - 6 g/L

“PRISTINE, HIGH QUALITY, FLAVORFUL GRAPES. WE ARE ALWAYS WILLING TO WORK WITH ANY PROSPECTIVE CLIENTS.”

HOW TO USE YOUR TECH SHEET

Your new tech sheet can be an invaluable tool to help market your grapes. Buyers will appreciate having your pertinent information in a visually-appealing format, and it is likely that you will surprise them with the level of professionalism displayed.

There are many, many, MANY wine industry networking events that growers are missing out on. You will have a greater chance at selling your grapes if you seek out new buyers – and 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 printed 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.

Reading Dale Carnegie's best-selling book, *How to Win Friends and Influence People*, will help give you the courage and motivation to tell potential buyers about your certified sustainable vineyard. The world would literally be a better place if everyone read this book. 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.



UPCOMING WORKSHOP



There's something happening here.

FEB
25
2 - 4 PM

HOW TO TELL YOUR SUSTAINABLE FARMING STORY WORKSHOP.

HOW TO TELL YOUR SUSTAINABLE FARMING STORY WORKSHOP

VENUE Online via GoToMeeting.

COST FREE for LODI RULES winegrowers.

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

DESCRIPTION Storytelling is a skill needed in sales. Many growers find it difficult to describe sustainability in a nutshell and/or in a way that is attractive to buyers. This interactive online workshop will help you craft your personal sustainability story so you can easily and honestly answer the question, "What does sustainability mean?"

REGISTRATION REQUIRED (open to LODI RULES growers). Email stephanie@lodiwine.com to check availability as space is limited to 12 participants only. We will host more storytelling workshops as needed.

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 LODI RULES SUSTAINABLE WINEGROWING PROGRAM

is brought to you by the Lodi Winegrape Commission. Contact Dr. Stephanie Bolton for more information – 336.692.4288 (cell), 209.367.4727 (office), or stephanie@lodiwine.com.



CALIFORNIA'S ORIGINAL SUSTAINABLE WINEGROWING PROGRAM *circa 1992*

created by Lodi farmers and accredited by world-renowned scientists

WHEN YOU DRINK WINE MADE FROM LODI RULES CERTIFIED GRAPES, YOU ARE SUPPORTING

A FARMER, A VINTNER, *and an ENTIRE* **AGRICULTURAL COMMUNITY**

who embraces their responsibility to care for the environment and the people.



THE
LODI RULES seal
*signifies a
third-party audited*
COMMITMENT

*to rigorous,
scientifically sound*
**SUSTAINABLE
WINEGROWING**



are INCLUDED in
LODI RULES



28,776 ACRES *are*
CERTIFIED *in* LODI

25,733 ACRES *in*
OTHER CALIFORNIA
REGIONS

665 ACRES
in ISRAEL



206 ACRES *in*
WASHINGTON

55,380 ACRES TOTAL *in 2020*

OVER
150
WINES
bear the
**LODI
RULES**
S E A L



A WINE
MUST *contain*



certified sustainable

GRAPES

to bear the



“SUSTAINABILITY

MEANS LEAVING

everything-

PEOPLE, PLACES, ETC -

AS GOOD OR BETTER

THAN HOW WE FOUND IT.”

*- Kevin Phillips,
Michael David Winery*

15 CALIFORNIA
CRUSH DISTRICTS
outside of LODI

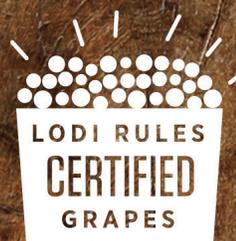
HAVE LODI RULES
CERTIFIED

SUSTAINABLE VINEYARDS

GROWERS
receive a bonus



FROM *some*
WINERIES
for:



\$10 MILLION

PAID IN BONUSES
since 2010

DISCOVER WINES MADE FROM LODI RULES CERTIFIED GRAPES AT Iodirules.org