



LODI WINE

WINEGRAPE
COMMISSION

2020
Annual Report



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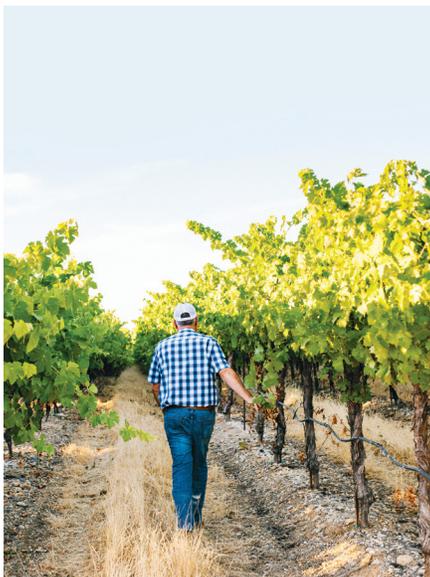
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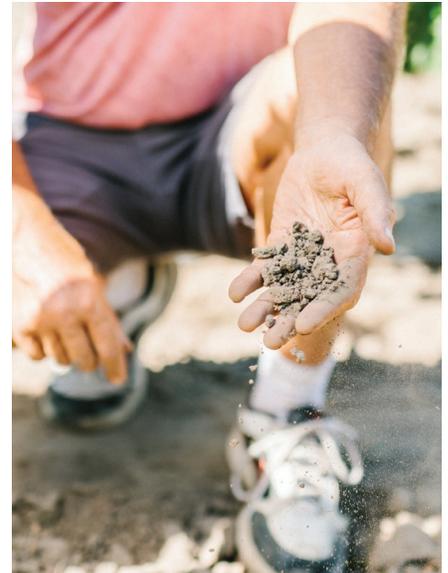
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A list of those helping to guide Commission activities





Annual Report 2020

Vision

To be the most dynamic region in California for winegrowing and winemaking, so that our community is fully sustained for generations to come.

Mission

To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

Core Values

Unity - We collaborate and challenge each other to be our best.

Heritage - We honor our history by building on the accomplishments and wisdom of generations before us.

Sustainability - We respect our land and invest in our community to ensure the longevity of both.

Innovation - We embrace progress by spearheading new technology, initiating research, and implementing modern ideas.

Leadership - We inspire our industry and cultivate and encourage future generations to exceed our legacy.

What We Do

We sustain and empower

We honor and respect

We collaborate and challenge

We embrace and implement

We initiate and invest

We inspire, cultivate and encourage

Greetings from Our Commission Chair

It goes without saying that 2020 was a year like few others. The Covid-19 pandemic wreaked havoc across the world, social equity was brought into everyday conversations, and wildfires personally affected many of us. Each of those matters generated concerns, stresses, and obstacles, but through those challenges, I am proud of how our grower community has chosen to be flexible; focus on positivity; find silver linings; and look forward with opportunity.

Before we look forward, let's take a moment to look back to 1991 – the year the Commission was officially formed, 30 years ago. Here are a few things that were happening:

- Super Nintendo was released.
- Theaters were showing Terminator 2, Beauty and the Beast, and Thelma & Louise.
- Popular musicians were Garth Brooks, Nirvana, and Mariah Carey.
- Microsoft introduced Excel for Windows 3.0.
- The New York Giants won the Superbowl.
- Pete Wilson was the governor of California.
- Lodi's population exceeded 50,000.
- Our appellation had approximately eight wineries.
- Tokay was our most widely planted variety, followed by Zinfandel and French Colombard.



Much, including our farming practices, has changed since 1991 but one fact remains unwavering: we continue to work together as a community of growers; our collaboration benefitting our appellation as well as ourselves as individuals.

So, what does the next 30 years look like? Like the last three decades, only time will tell but I believe the Commission is on the right path. With a strategic plan to guide us, we are committed to taking innovative approaches to marketing, improving transparency in operations, and expanding practical research, education, and outreach – all with the goal of helping ourselves to succeed. We are excited to welcome a new generation of growers to the Commission, each one filled with passion and bringing a fresh perspective and new ideas to add to past learnings, initiatives, and successes.

The progress and continued success of the Commission depends on us: each grower, board and committee member, and staff. Thank you for your steadfast support. With you we can continue to uphold our mission “to empower all Lodi Crush District 11 winegrowers and to enhance the profitability of winegrape production through promotion, research, and education.”

Cheers to the past 30 years and to the future!

Best,

Kendra Attnow

Board Chair, Lodi Winegrape Commission

Greetings from Our Executive Director



Several weeks ago, I was standing in line at one of the local vaccine events. I had received a text message that the organizer had extra vaccine doses and, if I could get to the Grape Festival grounds by 7:00 p.m., I could receive my first shot. I raced over and found myself in line with 200+ others who had received the same alert. Three and a half hours later, I had my shot. I also had the pleasure of a conversation with one of our long-time local growers.

During our talk, he reminisced of days spent driving a grape gondola and of those times when growers would gather while waiting their turn to offload grapes at a local winery. Together, they would discuss everything from the recent weather and harvest to what was happening with schools as well as local fundraisers and politics. They solved problems, made deals, and helped each other. They were a community of growers brought together by the year's harvest.

He then asked me when we could return to in-person meetings. He said he missed the sense of community the Winegrape Commission had created by bringing growers together at these meetings. We laughed over the idea that many of you join us not for the content of the meeting, but for the parking lot conversations which occur before and after. It is in these parking lots or backs of the room that deals are made, problems are solved, and community is created. More than anything this past year, I miss those conversations. I remain hopeful that we can return to in-person meetings soon.

While this past year has been anything but normal, your Lodi Winegrape Commission board of directors, committees, and staff have remained focused on our recently adopted strategic plan. The following pages are broken down by our five strategic priorities and highlight some of the initiatives we have undertaken this past year to meet the objectives of each priority. Although the pandemic has required us to adapt many programs, it has also given us the opportunity to focus on longer-term projects which will catapult Lodi forward in the years to come.

Throughout our work, we remain guided by the core principles of accountability and transparency. We believe these principles are foundational to the success of our organization. We want to ensure our programs are effective and efficient, and that we are communicating the objectives and operations of those programs transparently. We have added access points on our grower website (lodigrowers.com) for meeting minutes, financial, and accountability reports. We have increased print and digital communications and have collaborated with community and industry partners while always striving to empower our growers by providing tools necessary to their success.

On a personal note, I can now appreciate the value (and insight) which comes from driving a grape gondola. I believe we would all benefit from our politicians doing the same!

I'm looking forward to seeing everyone in the parking lot in the coming year.

Sincerely,

Stuart Spencer

Executive Director, Lodi Winegrape Commission



LODI WINEGROWER, Greg Lauchland

LODI WINEGRAPE COMMISSION
2020 BY THE NUMBERS

142 BLOG POSTS

lodiwine.com & lodigrowers.com

167
EMAIL
NEWSLETTERS

457
WEATHER
FORECASTS

64 INSTAGRAM POSTS

INSTAGRAM
FOLLOWERS

REACH &
ENGAGEMENT

8,986

207,943

490 FACEBOOK POSTS

FACEBOOK
FOLLOWERS

REACH &
ENGAGEMENT

49,953

650,053

49 COMMITTEE & BOARD MEETINGS

22 GROWER MEETINGS

20 MEETING CREDITS OFFERED

MEDIA IMPRESSIONS:

1.6 billion

\$25,000

GRANT DOLLARS EARNED

\$1,000,000

AREA-WIDE GRANT DOLLARS (BIFS)

The Lodi Brand & Story

Establish consistent, clear, and authentic messaging which tells the story of Lodi's winegrowing community. Increase awareness, perception, and value of Lodi winegrapes and wine by collaborating with strategic partners.

Objectives

- Elevate the image and perception of Lodi winegrapes and Lodi-grown wines.
- Increase the value and demand of Lodi winegrapes and Lodi-grown wines among grape and wine buyers.
- Accelerate broad market awareness of the Lodi Appellation.
- Support wineries who invest in including Lodi Appellation on their front label.

2020 INITIATIVES

Reinvigorated & Elevated Lodi Wine Branding

In January 2020, we reinvigorated the image and perception of Lodi by launching an elevated and consistent branding system for our region, growers, Winegrape Commission, and Visitor Center.

The new Lodi Wine brand identity is the culmination of nearly one year of research and development between our Grower Marketing Committee and San Francisco-based creative agency, Rindal & Co., who built our new brand identity on the foundation of our core values: heritage, unity, innovation, leadership, and sustainability.

Over the past year, we have worked hard to integrate the new branding across all channels of communication and into all initiatives including, but not limited to, websites (lodiwine.com and lodigrowers.com) and social media channels, print and digital advertisements, wine trail map and guide and directional signage, grower education and Commission print and





email newsletters and postcards, and merchandise for both consumers and growers like hats, T-shirts, wine glasses, tumblers, decals, and more.

Development of clear and consistent branding and messaging was a top priority outlined by the 2019-2021 Strategic Direction. We are proud of the work completed thus far and will continue to build on it in the coming year.

Integrated Marketing & Advertising Plan

In early 2020, we developed a comprehensive plan considering a holistic view of the Commission’s marketing activities including: print and digital advertising, email, social media, event marketing, and outreach and education programs to trade and media audiences as well as our grower community.

Utilizing custom illustrations created during our rebranding, the Grower Marketing Committee developed two 6- to 8-week advertising campaigns for fall 2020 and spring 2021. Working with partners like Wine Enthusiast, VinePair, Wine Business, and others, each campaign is aimed at spotlighting Lodi’s growers and producers as well as the region’s distinct soils, micro-climates, and diversity of winegrape varieties.

FAMILY OF BRANDS | STRATEGIC PLATFORM

Primary Brand



Secondary Brands



BRAND POSITIONING	From innovation to environmental stewardship to sheer number of winegrape varieties grown, Lodi is the most dynamic, generational wine region in California.
CORE VALUES	Unity, Heritage, Sustainable, Innovation, Leadership.
BRAND PERSONALITY	Approachable, Passionate, Confident, Fun, Genuine.
POINT OF DIFFERENCE	Convergence of people and place. The unique combination of passionate, innovative people and distinct soils, topographies, and climates provide the perfect environment for winegrowing and winemaking.
BRAND ESSENCE	Rebirth.



Fall Advertising Campaign – “Save the Old Vines”

In October and November 2020, we shed a spotlight on Lodi’s growers and historical vineyards through our “Save the Old Vines” advertising campaign.

Focused on preservation, the campaign raised general awareness and education surrounding old vine plantings in Lodi and helped to foster recognition of the quality of wine produced from these vines amongst both consumer and industry audiences.

The campaign was supported by partners Wine Enthusiast, Vinepair, and Wine Business who we worked with to develop interactive content online and on social media channels. Additionally, the campaign was supported by a dedicated website (savetheold.com), limited-edition merchandise, and targeted public relations initiatives including wine sample mailings and a virtual tasting and panel discussion of old vine wines on the Lodi Wine Facebook page. The tasting and discussion was led by Lodi growers Kevin Phillips (Michael David Winery), Jeff Perlegos (Stampede Vineyard), and Tegan Passalacqua (Sandlands and Turley Wine Cellars). The virtual event held a steady audience of approximately 100 viewers during the 1-hour presentation.

The campaign experienced tremendous success, generating 2.7 million ad views and nearly 10,000 visits to our website (savetheold.com) plus more than \$20K in revenue from sales of old vine wines and merchandise. During our two-month promotional period, engagement on our social media channels increased significantly with Instagram seeing a 3% growth of 264 followers. Additionally, our list of email subscribers rose by over 4,500 indicating interest from consumers and industry in old vines and wines and the region in general.

Ripple effects from the campaign continue to extend into opportunities for outreach with trade and media audiences with Wine Institute and Zinfandel Advocates & Producers (ZAP) as well as coverage from writers with Wine Enthusiast and Jancis Robinson.

While old vines provide only a small snapshot of Lodi's overall picture, they remain one of the region's defining characteristics and are a subject which continues to resonate across all audiences, eliciting further exploration of our region and interaction with our community.

Spring Advertising Campaign – “The People & The Place”

In May 2021, we will build on the success of the fall advertising campaign by accentuating the qualities which give Lodi its unique and ideal market position in our “The People & The Place” spring advertising campaign. By sharing the stories of our vineyards, our community, and products, we will create real and lasting connections with our target audiences. Professional photography of our growers and winemakers coupled with personal stories or profiles will help to cement these connections. The campaign will be supported by dedicated landing pages on lodiwine.com, targeted public relations initiatives, and advertising programs with paid partners like Wine Enthusiast and others.

FATHER AND SON LODI WINEGROWERS,
Curt (left) and Chris (right) Gillespie.



Trade & Media Outreach & Education



Despite Covid-19's best efforts to derail outreach in 2020, we continued to accelerate market awareness, keeping Lodi top of mind with leading trade, media, and industry audiences through educational seminars and wine sample mailings.

In February and March 2020, prior to the shutdowns, we hosted an in-person Lodi Masterclass seminar series with respected wine writer and educator Elaine Chukan Brown in Denver, Colorado, Washington D.C., and Houston, Texas. The series paid special attention to our growers and the evolution of many of Lodi's most distinct vineyards and wines and was well-attended at each city.

In October 2020, we hosted two 2-hour virtual Lodi Masterclass seminars in partnership with SommFoundation – a non-profit committed to the education and enrichment of wine professionals. The seminars were led by grower and winemaker spokespersons David Akiyoshi (LangeTwins Family Winery & Vineyards), Ben Kolber (KG Vineyard Management), Susan Tipton (Acquiesce Winery & Vineyards), Tegan Passalacqua (Turley Wine Cellars and Sandlands), Jeff Perlegos (Stampede Vineyard), and Markus Bokisch (Bokisch Vineyards). The seminar was highly successful with a registered total of 218 qualified candidates from California, New York, Texas, Australia, Canada, South Africa, and more. We are looking forward to hosting a LODI RULES Masterclass in May 2021.

In between our masterclass series in early spring and fall 2020, we organized two wine sample mailings targeted to LODI RULES and alternative white wine varieties. Our white wines sample mailing was augmented with a virtual tasting for trade and media and consumer audiences on the Lodi Wine Facebook page and was led by grower and winemaker spokespersons Susan Tipton (Acquiesce Winery & Vineyards), Karen Birmingham (LangeTwins Family Winery & Vineyards), Markus Niggli (Markus Wine Co.), Susy Vasquez (Peltier Winery), Elyse Perry (Bokisch Vineyards), and Chad Joseph (representing Oak Farm Vineyards). The virtual event held a steady audience of approximately 60 viewers during the 1-hour presentation.

Outreach and education in the form of seminars, wine sample mailings, and tours (when possible) continue to provide incredible value to Lodi, legitimizing it amongst core wine audiences while driving demand for winegrapes and wines. We are hopeful that 2021 will see the return of more in-person trade and media tours to Lodi.

Lodi American Viticultural A
 The Lodi AVA is made up of seven smaller, distinct AVAs whose contrasts in soil and subtle climate differences contribute to unique winegrapes

AVA Name	Acreage	Description
A MESA – LODI	400 Acres Total	gravelly day loam soils. Less wind climate than lower lying AVAs. Typical varieties: Cabernet Sauvignon, Merlot, Malbec, Verdelho, Pinot, Lamnat, Touriga, others.
BORDEN RANCH – LODI	12,000 Acres of Winegrapes / 70,000 Acres Total	Volcanic mud, cobble, stony clay pan and loam. Warmer, wetter, and windy due to higher elevation. Predominance of red wine varieties with Chardonnay, Sauvignon Blanc, others.
CLEMENTS HILLS	21,700 Acres of Winegrapes / 85,400 Acres Total	Rolling hillside. Volcanic sediment wetter with wider diurnal temp range and Spanish varieties Sauvignon, Chardonnay, Zinfandel.
JAHANT – LODI	9,000 Acres of Winegrapes / 28,000 Acres Total	clay loam soils. Lower precipitation. Fog provides coolest season. Extensive plantings of Chardonnay, Viognier, Sauvignon Blanc, and other red varieties.
MOKELUMNE RIVER – LODI	42,000 Acres of Winegrapes / 85,700 Acres Total	Source of Lodi's oldest vines. Low elevation with deep Tokay series sandy loam. Over 100 different red and white varieties are grown here.

LODI WINEGRAPE COMMISSION

Destination Lodi

In the first quarter of 2020, we managed to squeeze in a handful of in-person regional and national events. We began by hosting the 23rd annual Lodi Wine & Chocolate Weekend February 8 through 10, 2020, for 4,652 guests who traveled from 16 states and 134 cities. In continuing efforts to elevate the image and perception of the region as well as enhance both the guest and winery experiences, the Winery Marketing Committee implemented several improvements including the addition of Winery Dinner Experiences on Friday evening and the launch of a new website reflecting the rebranding efforts of 2019. This event continues to be an incredible marketing tool for our region, driving visitation by new audiences and providing more than \$200,000 annually toward the promotional initiatives of the Winery Marketing Committee. This year the Committee will host the event at limited capacity in May 2021.

On February 28 and 29, 2020, 10 Lodi wineries (Ironstone Vineyards, Jessie's Grove Winery, Klinker Brick Winery, Maley Vineyards, Markus Wine Co., Michael David Winery, Oak Farm Vineyards, Oak Ridge Winery, Rescue Dog Wines, and St. Amant Winery) traveled to the greater Palm Springs area for the Rancho Mirage Food & Wine Festival. Promotional collateral including flags, banners, table runners, and more featuring our new Lodi Wine brand were on full display.

At the same time, on February 29, 2020, we partnered with Stockton Heat Hockey for Lodi Wine Night where we had the opportunity to re-brand the team to Lodi Crushers Hockey, creating custom jerseys presenting our new Lodi Wine brand. The evening began with a two-hour wine tasting attended by 10 Lodi wineries (Bokisch Vineyards, Consumnes River Farm, Drava Wines, Ironstone Vineyards, Jeremy Wine Co., Lodi Vintners, LVVR Sparkling Cellars, Mettler Family Vineyards, PRIE Winery, and Scotto Cellars) and ended with a match between Lodi Crushers and Iowa Wild Hockey teams. Discounted tickets to the wine tasting and game were offered to our winegrowing community and those attending received Lodi Wine logoed beanies and noisemakers.

On March 7 and 8, 2020, six Lodi wineries (Klinker Brick Winery, LangeTwins Family Winery & Vineyards,



Michael David Winery, Oak Farm Vineyards, Oak Ridge Winery, and Peltier Winery) participated in the Minnesota Monthly Food & Wine Experience at Target Field. Lodi wineries were strategically placed next to one another in the Bat & Barrel Club – a premium position at the event targeting VIP guests. Lodi winemaker Chad Joseph (Joseph Wine Works) attended the event and hosted an educational seminar for 75 attendees focused on Lodi's diversity of winegrapes and wines.

Whether we are hosting events in Lodi or participating at events across the nation, the results are the same: accelerated market awareness among target audiences, increased business opportunities for our wineries, and escalated demand for Lodi wines and winegrapes. With vaccinations making their rounds, we are hopeful we will be back on the road soon, sharing Lodi wines with new audiences in new destinations.

Business Success

Collaborate with Lodi winegrowing community to increase demand for and sales of Lodi winegrapes and wine.

Objectives

- Utilize consistent Lodi brand messaging to influence and increase sales among grape buyers.
- Continue to expand the LODI RULES sustainable winegrowing program and harness its impact in marketing materials.
- Seek to establish new sales channels for Lodi-grown wines to increase sales.
- Collaborate to support tourism marketing to grow DTC sales.

2020 INITIATIVES

The Modern Farmer Series

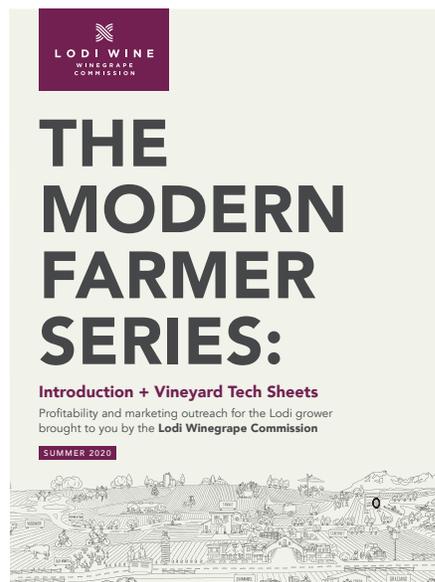
In reviewing the rich history of the Lodi Winegrape Commission, one point clearly stands out: you want us to help you be profitable. Many of our activities over the years have certainly had this lofty goal in mind – hosting tailgate talks on efficiency, bringing media and consumer attention to Lodi wine, opening a Wine Visitor Center, developing the LODI RULES program, and much, much more. However, it’s evident that times are changing, the market is changing... and we need to adapt too. It is therefore the perfect moment to provide more direct outreach for you on PROFITABILITY & MARKETING.

We have a plan to help you build your grape marketing skills and, over time, create a toolkit of materials to confidently sell your grapes. To launch this educational series, we mailed you a newsletter during summer 2020 introducing the Modern Farmer Series and the VINEYARD TECH SHEET – a powerful marketing tool that we can help you create, using a professional graphic designer.

In 2020, we hosted four storytelling workshops specifically for growers

called HOW TO TELL YOUR FARMING STORY TO BUYERS. These small, intimate workshops with a professional storyteller helped our farmers draw out interesting stories about their farming history and philosophy to be more attractive to buyers. These workshops have continued in 2021.

At the office, we have numerous copies of a best-selling book by Dale Carnegie, which speaks to the reluctant salesperson who doesn’t feel comfortable selling. These books are available for Lodi growers to borrow.



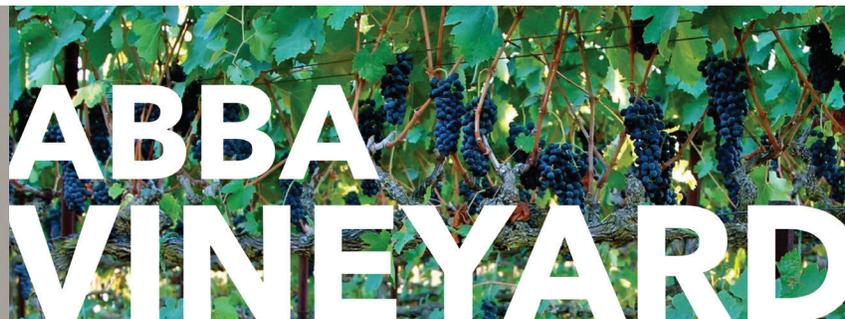
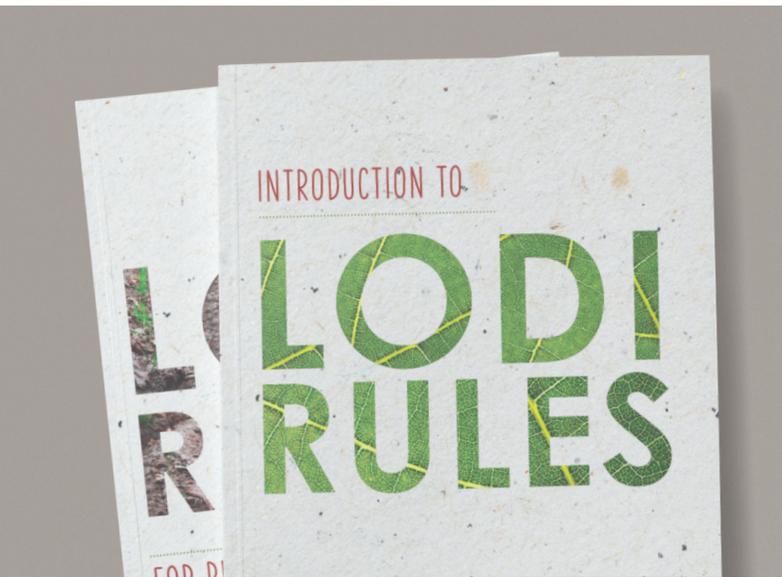
There may not be as many potential buyers as we would like to see today, but as our grape supply decreases and demand increases, we want you to be ready. Future topics in the MODERN FARMER SERIES may include: sales and communication strategies for the reluctant salesperson, how to find a niche market, networking, hands-on winegrape quality talks in the vineyard, and more.

LODI RULES Sustainable Winegrowing Program

Widely regarded as the most comprehensive and rigorous sustainable vineyard certification program in the world, the LODI RULES Sustainable Winegrowing Program continued to grow in 2020. For the first time, vineyards outside of California within the US were certified in Washington state. The program climbed from 51,051 to 55,380 certified acres. We expanded not only into Washington, but also into two additional California Crush Districts. Revenue for the Lodi Winegrape Commission from outside growers went from \$49,700 in 2019 to \$54,746 in 2020.

As public interest in sustainability and farming continues to grow, LODI RULES is ideally positioned to tap into this marketing advantage. Across the globe, consumers and international buyers are more frequently inquiring about the quality and integrity of their purchases. In order to better speak to the wide array of people interested in sustainability and their diverse backgrounds, we created three LODI RULES Communications Kits. Each kit is targeted towards a specific audience – there is a beginner “Intro” kit, an intermediate kit called “A Deeper Dive,” and a high-level kit for researchers and others who really want to dig into the LODI RULES Standards and certification process. All three kits are available to download at lodigrowers.com and lodirules.org.

Another big communications project completed in 2020 was translating the LODI RULES Standards into Spanish, a feat which was accomplished by Andres Valero. This historical translation will extend the educational impact and value of the program to Spanish speakers on our farms and beyond.



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

ABBA VINEYARD

Abba Vineyards' outstanding winegrape quality has evolved over time, from generation to generation, starting in 1932 when my grandfather purchased the property and started farming winegrapes. Warm days, cool nights, alluvial soils, a unique Smart-Henry trellising system, and premium viticultural practices produce grapes of outstanding quality that are currently used in \$20 to \$40+/bottle wine programs.

CONTACT

Phil Abba
209-481-0773 | abbavine@gmail.com

CERTIFICATIONS



LODI RULES

WE'LL WORK WITH YOU

We have approximately 20 tons available for purchase from our 2020 vintage and are open to selling as one lot or in small lots. Wine samples from the vineyard are available.

We take pride in working with each buyer to meet their individual needs throughout the growing season. We can assist with all aspects of harvest from the field to the winery, with all harvesting done at night with our own capable crews. We work with each buyer to harvest during his or her “perfect window” of maturity, regardless of when others decide to pick.

“It’s a ‘winemakers wine’” - Rosenblum Cellars

ABOUT LODI, CALIFORNIA

Situated 90 miles east of the San Francisco Bay, the Lodi AVA is a cherished part of California wine history. Distinct soils, abundant growing degree days and cool Delta breezes allow for a diverse variety of winegrapes to flourish under the care of experienced, professional farmers.



LODIWINE.COM



One of the goals of the LODI RULES Committee is to improve the LODI RULES sustainability certification program based upon new knowledge. By improving the program over time, the certification continues to be relevant and progressive, and stays at the forefront of sustainability innovation. In addition to our annual leadership meeting with Protected Harvest and the auditors, which always reaps benefits of development, in 2020 we also underwent a thorough revision process to improve the LODI RULES Standards and are working on the next generation of PEAS. Twenty new LODI RULES Standards and six updates to the current Standards were approved by the Protected Harvest Board and will be presented to growers in 2021 for a trial period before being formally incorporated as the 4th Edition of LODI RULES in 2022.

Grape Buyer Outreach – Holiday Mailing

In December 2020, we organized a holiday gift mailing to key buyers of Lodi winegrapes with intent to foster existing relationships between Lodi growers and buyers while simultaneously elevating the perception of quality of Lodi winegrapes and wines. In addition to a personal letter of thank you, one each Osprey Quasar backpack, Moleskin notebook and pen, dual port power bank, hat with leather patch, and wine key were encased in custom wrapping and mailing boxes – each item imprinted with the new Lodi Wine Growers brand. Careful attention was paid to each detail with materials selected for high quality and/or alignment to our core values, sustainability specifically. Seventy-six packages were mailed to key buyers with another 11 mailed to principal representatives of the California Wine Export Program in California, Japan, Canada, United Kingdom, Ireland, and others for a total of 87. Notes of appreciation from recipients have trickled in with most indicating how impressed they were to receive such a generous and useful gift. All have indicated how important Lodi growers and winegrapes are to the success of their brand.

“Lodi continues to be an important region for grape sourcing in the state. The new logo and look of the Lodi Winegrape Commission is certainly well done. On behalf of the Fetzer Vineyards Grower Relations Team I wanted to thank you for the impressive gift boxes. I noted the attention to detail on the selection and quality of the items, even down to the packaging and branded paper that surrounded the articles. It all made for a special gift. I look forward to putting them to good use during my travels and time in the field.”

– Ben Byczynski, Director of Grower Relations, Fetzer Vineyards

“I received my box of goodies and wanted to thank you for putting together such a thoughtful assortment. We believe Lodi is a special place for sourcing high quality grapes for our wine programs and look forward to growing this sourcing in the future.”

– Ryan Stapleton, Director of Grower Relations, The Family Coppola

LODI RULES 2020
BY THE NUMBERS

TOTAL ACRES
CERTIFIED

55,380

LODI ACRES
CERTIFIED

28,776

25,733

ACRES
CERTIFIED IN
CALIFORNIA
(OUTSIDE LODI)

206

ACRES
CERTIFIED IN
WASHINGTON

665

ACRES
CERTIFIED IN
ISRAEL

16

CALIFORNIA CRUSH DISTRICTS

SMALLEST
GROWER

9

ACRES

LARGEST
GROWER

8,290

ACRES

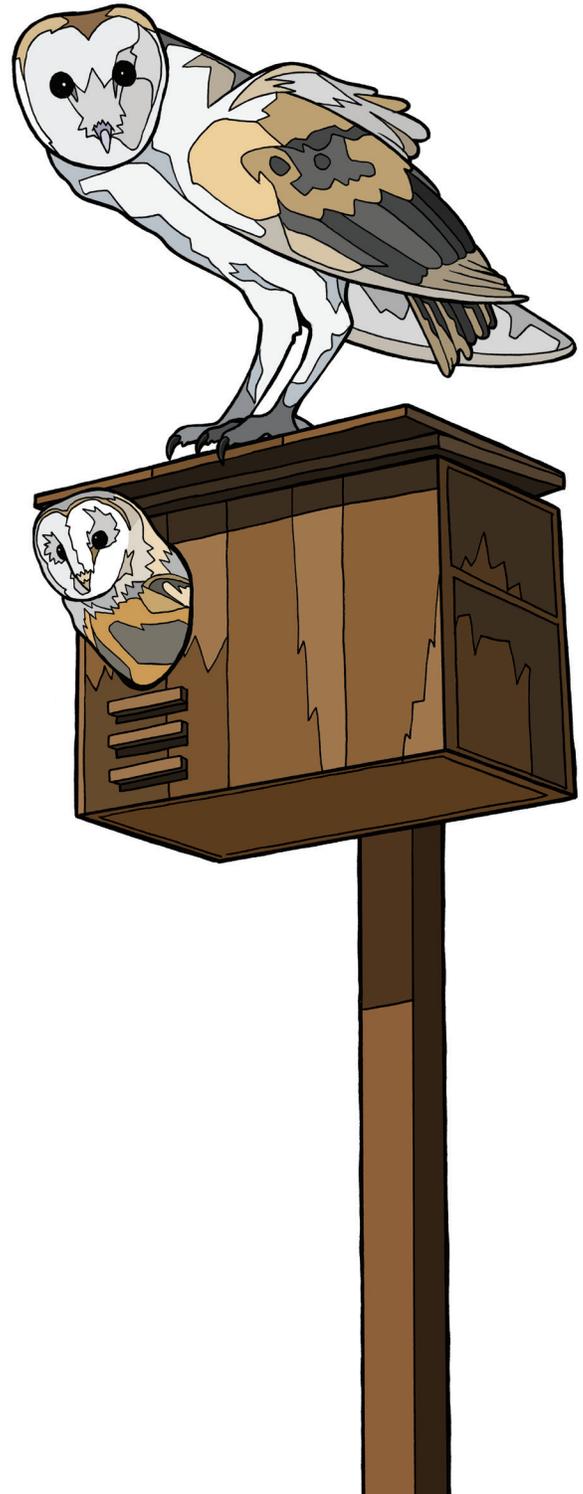
1,292 VINEYARDS CERTIFIED

GROWER BONUSES SINCE 2010

\$10 million

COMMISSION REVENUE FROM
OUTSIDE GROWERS (2020)

\$54,746



Education & Innovation

Continue to support and create educational programs aimed at increasing quality and profitability of winegrapes and wine. Spur innovation in technology, research, and modern thinking.

Objectives

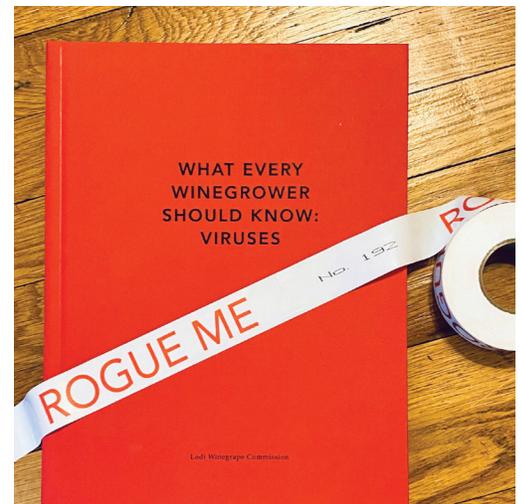
- Prioritize premiumization, vineyard profitability, IPM, sustainability, quality, and mechanization in educational programming and encourage participation. Seek to engage the next generation of Lodi leaders.
- Connect research needs of Lodi winegrowers with leading experts to drive innovation.
- Improve business professionalism and capabilities among Lodi wineries to improve guest experience.
- Support programs and initiatives to improve the quality of Lodi wines.

2020 INITIATIVES

Virus Workbook

Thanks to American Vineyard Foundation, Cdfa PD/GWSS Board, and Lodi Winegrape Commission funding, members of the Lodi Grapevine Virus Research Focus Group and experts produced a 138-page book for the winegrowing community called **WHAT EVERY WINEGROWER SHOULD KNOW: VIRUSES**. Full of pictures and written in grower language, the book addresses these topics and more: grapevine virus basics, nursery ordering, mealybugs, beneficial insects, virus testing, mapping your vineyard, virus spread, infected vine removal (including the USDA TAP), local case studies, and the sudden vine collapse. Hard copy and electronic versions (with educational videos) are available. Email Dr. Stephanie Bolton (stephanie@lodiwine.com) to get your copy. Books will continue to be available while copies last.

Books have been given to growers, PCAs, laboratories, professors, scientists, viticulturists, winemakers, Ag Commissioners, leaders of grower groups, nurseries, extension personnel, and others. To date, over 700 copies of the book have been distributed in Lodi, across California, to several US states, and internationally.



"It's amazing what our industry is capable of when we all work together!"
– Stephanie Bolton, PhD

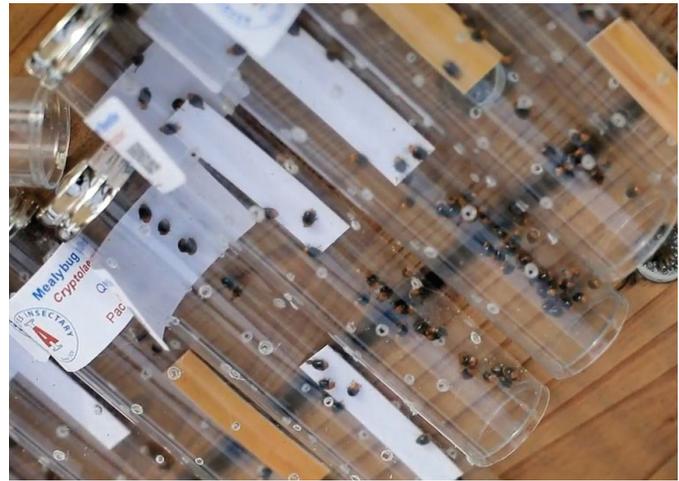
Western SARE Mealybug Biocontrol Grant Project

In August, the Commission premiered an 8-minute video called "Mealybug Biocontrol in California Vineyards" which was professionally produced as part of a USDA Western SARE grant project with Michael David Winery, Vino Farms, Charlie Starr IV, The Lucas Winery, Bokisch Vineyards, Dr. Kent Daane, and industry members. Find it on lodigrowers.com and YouTube!

Through this Western SARE project (totaling \$50,000), many farmers and their children learned how to scout for beneficial insects, how to describe the importance of beneficial insects, and interesting facts about the biocontrol process (for example, how the *Anagyrus* wasp lays an egg inside the vine mealybug's body) – all making for excellent conversation with potential winegrape buyers, to highlight the farmer's efforts in sustainability. Engaging the next generation on the farm is crucial for long-term success. Beneficial insects have proven to be an excellent way to engage children in farming – creating memories which will last a lifetime.

Not only did farmers learn about beneficial insects through our outreach, they also learned about the financially devastating costs of grapevine viruses. By using an integrated pest management approach to the vine mealybug (which includes biocontrol), the farmer will be able to prolong the use of certain insecticides, better control the vine mealybug, and reduce the economic impact and spread of both leafroll virus and vitiviruses in their vineyard and the neighbor's vineyards around them. Pheromone mating disruption is particularly effective in protecting the financial investment of a new vineyard from the vine mealybug populations around it.

This grant project was leveraged into a larger project – the \$1 million BIFS (Biologically Integrated Farming Systems) grant awarded during the 2020-2021 funding cycle to Dr. Kent Daane to study mealybug biocontrol in Lodi and on the Central Coast. Dr. Daane updated the Lodi community on the project at the December 2020 IPM Net-



work Breakfast Meeting – with the good news that pheromone mating disruption application may be less expensive in the future (we're also investigating whether it is considered a USDA NRCS conservation practice eligible for funding).

LodiGrowers.com Viticulture Blog

Dozens of viticultural experts – including long-time contributor Stan Grant – contributed to our weekly Viticulture Blog hosted on lodigrowers.com in 2020. Every Monday morning, we post a short article on a topic of interest to Lodi growers. These topics include vineyard efficiency, technology, pest management, weather, safety, upcoming events of interest or past event recaps, conservation, Lodi wine history, soil, nutrient management, local winery news, and more.

Our viticulture blogs are being read by thousands of people across the world and are often picked up by wine industry news outlets which furthers the reach of our Lodi efforts.

Lodi Winegrape Commission

Illustrate our value among Lodi winegrowing community through continual and transparent communications – showcase our ‘wins.’ Optimize and take advantage of our organization’s capacity for greatness.

Objectives

- Build pride among constituents by celebrating the organization’s successes through consistent and transparent communication.
- Encourage active engagement between the Board of Directors and committees and constituents.
- Provide transparent communication of the organization’s finances to demonstrate smart investments and financial health.
- Support programs and initiatives to improve the quality of Lodi wines.

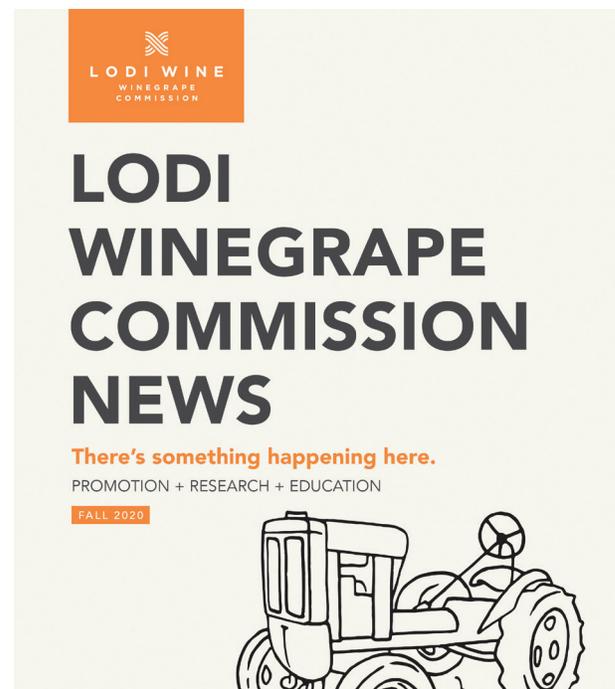
2020 INITIATIVES

Improved Transparency

In an effort to improve transparency surrounding the Commission’s activities and finances, we have taken several actions. In June 2020, we adopted a revised budget format with clearly defined expense categories and corresponding general ledger accounts. Personnel expenses originally allocated by percentage across several committee budgets are now listed in total within the administrative budget. Committees are presented with individual budgets as well as budgets for other committees and administrative budget for review at each meeting. A cover sheet detailing total Commission revenues and expenditures is included.

We have also added several pages to lodigrowers.com, making finances, policies, and reports more easily accessible:

- **Agendas & Minutes** (approved agendas and minutes from each meeting of the Board of Directors or committees)
- **Accountability Reports** (financial reports including audits and budgets)
- **Governing Documents** (Commission bylaws and policies, enabling legislation, and guiding documents)



Print Communications

As the pandemic continued and in-person grower meetings for most of 2020 became out of the question, we worked with a professional designer to incorporate the new Lodi Wine Growers branding into fresh grower print newsletters. Although we still send Lodi Grower email newsletters to over 900 inboxes approximately twice per month, we felt it was extremely important to stay in touch with growers who don't use computers and with those growers whose inboxes are flooded with emails.



Viticulture Research Specialist Position

In the coming year, the Commission will be expanding its programs in viticulture research and grower education with the addition of a Viticulture Research Specialist. This new position will allow us to better serve our grower community by helping to plan, conduct, analyze, and communicate the results of practical, on-farm vineyard trials around topics of importance to Lodi growers such as rootstock selection. Learnings from these trials will extend into our outreach, further cementing Lodi as a leader in innovation and research and providing key resources not only to our own community but to winegrowing communities around the world.

STRATEGIC PRIORITY

Our Lodi Community

Enhance the experience of visitors to and residents of Lodi by collaborating with community partners. Strengthen Brand Lodi Wine and Lodi Winegrape Commission by communicating our industry's support and economic contributions to our community.

Objectives

- Collaborate with community partners to align strategic initiatives while supporting development of tourism infrastructure.
- Demonstrate the connection between the success of the Lodi winegrowing community and overall Lodi community and illustrate the commitment of the Lodi winegrowing community toward the success of both through key messaging.
- Collect and update quantifiable data to demonstrate the economic impact of the Lodi winegrowing community.

2020 INITIATIVES

Lodi Wine Visitor Center

When the Lodi Wine Visitor Center opened its doors in 2000, our goal was to bring people to Lodi and, most importantly, to Lodi wine through education. That goal has served as the foundation of the Visitor Center operations now for 20 years. Since its opening, nearly half a million guests have walked through our doors and hundreds of thousands of bottles of Lodi wine have found new homes across the world, influencing future travels and purchases.

With the launch of our new Lodi Wine branding in January 2020 we saw the opportunity to refresh the Lodi Wine Visitor Center and ensure that each touchpoint – whether aesthetic décor, programming, wine club, guest experience, or other – clearly reflected our core values and was a showcase of our winegrowing community and products.

We updated outside signage, brought in reclaimed wood tables and seating, added art and custom shelving to the walls and then filled those shelves with high quality merchandise featuring our new branding. We also installed a beautiful, hand-illustrated mural of the region behind the main tasting bar.



We restructured the wine club to offer variety and allow for personalization by members and we reformatted the wine club newsletter to include personal interviews with our growers and winemakers, thus deepening our members' connections to our people and our region.

Over the next 20 years, we aim to continue to serve our community by bringing people to Lodi and Lodi wine through the Visitor Center. If it has been a while since your last visit, we urge you to stop by and reacquaint yourself with this space!



LODI WINE

WINEGRAPE
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 Curt Gillespie – Secretary
 Brandon Sywassink – Treasurer
 Phil Abba
 Bruce Fry
 Matt Lauchland
 Tom Murphy
 Diego Olagaray

Alternates

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 Jason Eells
 Dirk Heuvel
 Joan Kautz
 Colton Machado
 Todd Maley
 Garret Schaefer
 Mitch Spaletta
 Jaclynn Stokes

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 Craig Ledbetter
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Lodi Winegrape Commission Staff

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 and Sustainable Winegrowing Director
 Kim Cassetta – Accounting Manager
 Katie Ann Crippen – Marketing Assistant
 Gabriella Goode – Administrative Assistant
 Jenny Heitman – Integrated Marketing & Communications Manager
 Paul Marsh, CS – Lodi Wine Visitor Center Manager
 and Lodi Wine Club Director

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