



Vineyard Committee

The purpose of the Vineyard Committee is to collaborate around the issues impacting grape growers in Anderson Valley. The volunteer committee is committed to vetting current challenges and anticipating things that may lead to issues downstream in the future. These may include but are not limited to farming practices, pest and disease, sustainability, fire safety, and changes occurring in the microclimate, which may impact farming and economic viability. The committee's goal is to address concerns, build vineyard relations, identify helpful seminars and workshops, and elevate critical issues to the Anderson Valley Winegrowers Association to request support.

Tuesday, October 7, 2022

Attendees Present:							
X	Andrew Beebe (Chair)		Norm Kobler		Tony Bugica	X	Courtney DeGraff
	Travis Foote		Justin Jackson		Linda MacElwee	X	Dee Keith

Agenda & Discussion

1. Committee Meeting Logistics:

- Goal will be to meet every four to six weeks for 60 minutes in the afternoon on Monday or Tuesday
- Courtney will work with the Chair in agenda development and the overall administration of the group
- Critical issues and requests for support to be funneled to the AVWA BOD meeting (1st Thursday/month)
- [Shared Google Account](#) (minutes, documents, etc.).
- **Follow-up**

2. Open Discussion:

a. Housekeeping

- i. **What is important to learn about this winter?** *AmAg Credit, Casa Cristal - what can our sponsors educate our members on*
- ii. **Anderson Valley Resilient Lands- Land Trust symposium**
- iii. **Pinot Fest Vineyard Sub-Committee**
- iv. **March 28th Coast Trade Vineyard Tuesday (afternoon Education workshop)**
- v. **January Pruning Contest**
 1. Location: Potentially Roederer Property (Main Ranch)

2. Goal: Reinstate the pruning contest as one of the two focused vineyard members' annual events. Promote teamwork and networking amongst this sub-group in the community.
 - a. How many styles of pruning are we doing? How much time does this require?
3. Incentives: prizes, lunch, wine, T-shirt (?)
 - a. 1st, 2nd, 3rd place
 - b. Wine raffle giveaway
4. Friday, January 20th, 2023
 - a. Late morning: 10:30 arrival (coffee & tea), 11:00am start, 1pm lunch, winners announced after lunch
 - b. Food truck? Taco truck?
 - c. Judging/rules
5. Marketing:
 - a. Vineyard member email to go out week of 10/25
 - i. 4X6 banner for emails and smaller promotions
 - b. Emailed & physical mail (?)- 8.5 X 11 Flier for break rooms- Spanish & English
 - i. Tag Line: Join us to show your cleanest cuts and vision of vine balance
6. Messaging:
 - a. We are inviting our Anderson Valley farm workers to this fun event! Please join us for lunch and top pruners can win cash and prizes!
 - b. QR Code or Bitly:
 - i. Sign-Up Google Form (Spanish/English) - Name, Name of Vineyard or Management Company, Phone Number, Email (if available)
 - c. Winter Vineyard Images:
 - i. [Dupuis](#)
 - ii. [Londer](#)
 - iii. [Winter Vines](#)
 - iv. [Folder of Winter Vineyard Shots](#)
 - d. Farm workers are encouraged to enter their best pruners into the contest. The contest will be followed by a casual lunch.
 - e. Will be chilly so wear layers
7. Possible Sponsors:
 - a. Cash sponsors - Casa Cristal - \$500 confirmed
 - b. The Company Kitchen gift certificates - gift certificates 4 wine? Courtney
 - c. Pruning shear sponsor - Bahco (TBC) or FELCO - donate 3- 5 shears? Andrew to contact
 - d. Lunch sponsor -
 - i. Allied Grape Growers - ? - Courtney to contact
 - e. SWAG sponsor -
 - i. T-shirt sponsor (logo on T-shirt): \$400-\$500
 - ii. Atlas Vineyard Management- Courtney to contact
 - f. VIP- Vineyard Industry Products

- i. Cash or SWAG? *Norm to contact*
 - g. Bell Corp Ag- ? *Andrew has a lead*
 - 8. Considerations:
 - a. Video recording and on youtube
 - b. Press release
 - c. SWAG bag
 - d. How many of these have been done in the past? This is the “X” Annual Competition
 - e. Invite MWI growers?
 - f. Invite Christina @ UCEE
 - g. Invite Devon @ the Farm Bureau?
 - 9. Other Pruning Contests:
 - a. [Napa Valley](#)
 - b. [Alexander Valley](#)
 - c. [Sonoma County](#)
 - vi. **Pinot Tech Conference**
 - 1. -kick off in November
 - 2. Who wants to participate?
 - vii. **Compost program**
 - 1. [Apply — Zero Footprint](#)
 - 2. **Opportunity to share with clients?**
 - 3. [Compost — Zero Footprint](#)
 - a. **Discount compost**
 - viii. Engagement: Are we reaching enough people with newsletters/emails to encourage participation in events? How can we improve?
 - 1. Announcements at quarterly general meetings
 - ix. Debrief on Environmental Committee
 - 1. **Fish Friendly Certification**
 - 2. **Survey re: sustainability**
 - 3. Mendocino Local:
 - a. June - Land Trust x Filigreen Farm
 - i. azola composting? Farming/harvesting being a probable necessity?
 - b. Fall- - Oct 15th
 - c. ETS Labs/Linda MacElwee/Cliff Yu
 - x. Upcoming

b. Water

- i. **Russian River WaterShed vs. Navarro (Devon assistance)**
 - 1. Devon inquired with National Marine Fisheries Service a potential outreach meeting in the Navarro related to their [Voluntary Drought Initiative](#) program; she recommends a Zoom meeting with Navarro diverters w/MWI & AVWA. Opportunity for Watershed to share information about the program.
 - 2. Group agrees that this topic is likely better suited for the Chris Chen workshop event... we can invite Farm Bureau to our events

- ii. Irrigated Agriculture Ag. Waiver
 - 1. May have to show how we manage wastewater in vineyards
 - a. micro sprayers?
 - iii. Mobile Irrigation Labs
 - 1. measuring efficiency of irrigation systems
- c. Vineyard Management**
- i. Vineyard workshop/tailgates/seminars in 2022 - topic/focus TBD
 - 1. Ideas:
 - a. Whip 2 Applications + [Crop Insurance](#)
 - b. Supply logistic issues; the rising cost of trellis, etc.
 - i. [Vineyard Industry Products \(VIP\)](#)
 - ii. Dan Drake, [Jim Supply](#)
 - ii. Regulate viticultural burn regulation:
 - 1. To go into place in Central Coast by 2025 to eliminate burning; caps by acre
 - a. How do exemptions work for viral pathogens?
 - b. How do we collectively work together against this?

2022 Calendar of Ideas/Events:

- 1. Produce Quarterly Vineyard Newsletter (is this desired- ?)
- 2. Vineyard Member Networking Opportunities:
 - a. Sponsored workshops/seminars (1-2/year)
 - b. Tailgate lunches/discussions (idea for winter- ?)
 - c. AVWA socials (6-9/year)

Working Calendar of **possible** events/timeframe, as coordinated by the Environmental & Vineyard Committees.

January	February	March	April
	Vnyd Newsletter: AV Water Usage Overview	Seminar: Employment & HR Webinar Eco Tour: Pennyroyal Enviro Newsletter	Eco Tour: Domaine Biochar
May	June	July	
Pinot Fest Workshop: drought webinar series May 11-12 Tailgate: Vnyd Replanting-? Social: 5/31 @	Tailgate/Eco Tour: Filigreen Farm- Land Trust Wed 6/15 Social: 6/20 @ Lula Cellars	General Meeting & Social: 7/28 @ Maggy Hawk	Sparkling Harvest Social: 8/18 @ Goldeneye

Greenwood Ridge			
September	October	November	December
<i>Harvest</i>	Eco Tour: AV Brewing Social: 10/27 @ Foursight	Seminar/Tailgate Vnyd Newsletter: Social: 11/9 @ Bewildered Pig	General Meeting & Social: 12/8 @ TBD

Topics for Consideration:

1. Possible Member Educations/Workshops/Tailgates:
 - a. H2A Program - an opportunity for member education
 - b. New regulation for labor
 - c. Whip 2 Applications + [Crop Insurance](#)
 - d. Dry Farming – soil type/rootstock/time sacrifice (no fruit to encourage root development)
 - e. **Pruning Competition (vineyards pay a fee to participate and win prizes) followed by BBQ 2023**
 - f. Biochar
 - g. **Clemens tailgate (cultivation)**
 - h. **Owl Box** <http://www.wildwingco.com/>
 - i. bird-friendly farms?
 - i. **Family health day for employees?**
 - j. **Mobile Irrigation lab sponsored tailgate?**
 - k. **managing on farm erosion**
2. Thank You Picnic - develop relations with winemakers
3. Climate Change
 - a. [Climate, Grapes, and Wine | Gregory Jones, Ph. D. | TEDxRoseburg - YouTube](#)
 - b. Fire
 - c. [Grape Reconsideration in California](#)
 - d. [The Greening of Bordeaux](#)
 - e. [California Faces Another Dustbowl Vintage](#)
 - f. [Webinar: Our Path to Zero Carbon Emissions - Session 1](#)
 - g. [Accelerating nature-based solutions to achieve California's climate change goals](#)
 - h. [California Biodiversity Collaborative \(Collaborative\)](#)
 - i. [Water Infrastructure Funding Act of 2022 \(More Water Now\)](#)
4. Vineyard Management:
 - a. vineyard replanting considerations
 - b. [Glyphosate](#)
 - c. [Dry Farming](#)
 - d. [Drone Technology for Spraying](#)
 - e. [Vineyard Tech & The Green Cyber Revolution](#)
 - f. [In Sonoma County, 'Regenerative Agriculture' Is the Next Big Thing](#)

- g. Post-Harvest Activity: Cover Crop Seeding - *Not recommended in 2021 due to drought situation & cover crop may not be advisable*
- h. *Vineyard industry events/groups: Sonoma county Vit Tech group*
- i. **Pin Nematode**

Roster of Prior Discussions:

- a. *Pinot Fest Tech Conference: 10/19/21*
- b. *Vineyard Water: 8/14/21, 10/19/21*
- c. *Dry Farming: 8/14/21,*
- d. *Emergency Access: 8/14/21,*
- e. *Fire: 8/14/21,*
- f. *Mendocino County Farm Advisor: 8/14/21*
- g. *Eco-tours*

Committee Members:

Andrew Beebe: Andrew works with Roederer Estate, Scharffenberger Cellars and Domaine Anderson (DA). He has worked five harvests with them and oversees the 17 acres biodynamic project at DA. He has performed vineyard research work at UC Davis and completed his Masters in Viticulture & Enology. He has taught as an instructor at Fresno State teaching varying viticulture coursework.

Tony Bugica Tony grew up in an agriculture family and started his own landscaping business. He later chased the wine dream and landed in Sonoma County where he has worked as a ranch manager, followed by a few years in vine sales, he was VP Bacchus Vineyard Management (8 years), and is now an equity partner and Director of Sonoma Farming and Business Development with Atlas Vineyard Management. He is in his 16th harvest season. He served on the BOD for four years with the Sonoma County Grape Growers, as the President of the Geyserville Chamber of Commerce, and has recently joined the BOD for Alexander Valley Healthcare.

Norm Kobler: Norman grew up in Anderson Valley and sits on the AVWA Board of Directors. He has farmed most of the ranches in AV and has worked in vineyard management for most of his career. He now owns and operates Philo Vineyard Solutions Vineyard Management.

Justin Jackson, Casa Cristal Nursery - Originally from Woodland, CA. Family spent a lot of time in Mendocino and he has a personal connection to the area. Looking to hire a regional manager for the North Bay. Studied at UC Davis and moved to Bakersville in 2007 to work for Casa Cristal. Core of marketing is at the local level with associations around the state. Involved with some discussions around macro headwinds across the state. Casa Cristal is family owned - table grape producers, raisins and own a few wineries.

Travis Foote, Strictly Vineyards - General Manager, mostly in Anderson Valley but extends into Mendocino County. Finished his tenth harvest in Mendocino. Approximately 70-75% of their business is Anderson Valley clients. Most of the clients they have were already organic, and they have focused to convert clients to contact herbicides vs. systemic herbicides.

Linda MacElwee- Mendo Resource Conservation District Manager to assist landowners on best management practices on forest, water, soils, etc. Works with the AV ag community here, and getting vineyard and climate smart agriculture grants. Creating a regional database to help develop a rating curve for healthy soils. Recovery of steelhead salmon flow in the Navarro River. Lot of grants and money are forthcoming.