



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 25, 2022

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

Agenda & Discussion

1. Committee Meeting Logistics:

- Meet every month for 60 minutes in the afternoon on the fourth Tuesday
- Courtney will work with the Chair in agenda development and the overall administration
- 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. Environmental Committee joining us today:

1. Sustainability statement (inward vs. outward):
 - a. Local focus...
 - b. Outward influences are leading the direction toward sustainability
 - c. Education and support to farmers for changing landscape of farming and winemaking requirements, for future generations
 - d. Many farmed organically, but not certified organic
 - e. Development of Environmental Committee

- f. Partnering with AV Land Trust, UCEE, Mendocino Resource Conservation District, The Nature Conservancy, Fish Friendly Farming, AV Housing Association, Health Center
 - g. Workforce sustainability - majority working with Philo Vineyard, Adzrooni, Pennyroyal & Navarro live locally in the valley (sourcing from Ukiah). Working housing @ Ferrington, Roederer.
 - 2. [North Coast Water Program](#) (see [Napa/Sonoma Fact Sheet](#))
 - 3. Fish Friendly Farming Discussion
 - ii. **What is important to learn about this winter? AmAg Credit, Casa Cristal - what can our sponsors educate our members on.**
 - 1. *Replanting discussions currently happening (material selection; site matching root stalk to site); Chris Chen has worked with rootstalk before (drought resistant rs in warming climates)*
 - 2. *Wild pigs deemed pest by CA; laws changing on permitting to remove them to prevent ecological damage*
 - 3. Redo biochar & healthy soils workshops; lots of interest at the symposium so let's invite them
 - iii. **Debrief Anderson Valley Resilient Lands- Land Trust symposium**
 - 1. AVWA support of the Land Trust was educational and important to share with members of the community who are unaware of the efforts the wine industry makes. Great place to cross-share; lots of energy and interest in learning - share workshops with the community
 - 2. Workshops based upon the four elements; co-host events with Land Trust
 - 3. Vineyards that have other certifications other than FFF, if the certification is of benefit valley wide and the ask is relatively low (e.g. paperwork), perhaps they will consider doing it. Can we provide incentives?
 - 4. Fish & Game concerns for water permits with FFF; few things you have to have with F&G and this prevents FFF. Example: cannot agree on the type of screen to fill the pond (needs to be gravity screen vs. pump).
 - a. Monty/Linda/Laurel- do they know how we can possibly resolve some of these issues?
 - b. Meeting with Laurel and Fish & Game?
 - 5. Need for a webinar/discussion with members for the water requirements hitting in 2024; Fish & Game, FFF, etc.
 - iv. **Pinot Fest Vineyard Sub-Committee**
 - 1. FFF discussion at Tech Conference
 - v. **March 28th Coast Trade Vineyard Tuesday (afternoon Education workshop)**
- b. 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. Up to \$500 cash (Casa Cristal sponsored)

- b. Bottle of whiskey
- c. Pruning shears from Bahco
- d. 1st, 2nd, 3rd place
- e. 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. Norm's taco truck? \$400 minimum...
- c. Judging/rules
 - i. See if Bob Gibson wants to participate
- d. Courtney speak to Paul A - contest, FFF, etc.

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. 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. VIP- ?
 - ii. Allied Grape Growers - ? - *Courtney to contact*
- e. SWAG sponsor -
 - i. T-shirt sponsor (logo on T-shirt): \$400-\$500
- f. VIP- Vineyard Industry Products
 - i. Cash or SWAG? *Norm to contact*
- g. Bell Cor Ag- ? *Andrew has a lead- PNF Tech Conference not this event*

7. 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 (# 4-?); 2 at Goldeneye, 1 at Roederer
- e. Invite MWI growers? Hold off for now...
- f. Invite Christian @ UCEE
- g. Invite Devon @ the Farm Bureau?

8. Other Pruning Contests:

- a. [Napa Valley](#)
- b. [Alexander Valley](#)
- c. [Sonoma County](#)

ii. Pinot Tech Conference

- 1. Kicks off in November

- 2. Andrew & Norm to lead sub-committee
 - iii. **Compost program**
 - 1. [Apply — Zero Foodprint](#)
 - 2. [Compost — Zero Foodprint](#)
 - a. **Discount compost**
 - iv. Debrief on Environmental Committee
 - 1. **Fish Friendly Certification**
 - 2. **Survey re: sustainability; sustainability statement**
 - 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
 - v. Upcoming
- c. **[North Coast Water Program](#)** (see [Napa/Sonoma Fact Sheet](#))
 - i. The proposed project consists of the Regional Water Board establishing General WDRs for Vineyard Properties to control discharges of sediment and stormwater runoff originating from Vineyard Properties located within the project boundaries. Vineyard Properties have the potential to discharge pollutants to surface water and groundwater from stormwater and irrigation runoff, the application of pesticides and fertilizer, erosion of sediment, and removal and suppression of riparian vegetation. The proposed Vineyard Permit will require Dischargers to assess, plan, and implement a suite of site-specific actions and best management practices (BMPs) targeted towards controlling discharges from Vineyard Properties including their:
 - Related Vineyard Facilities,
 - Road networks,
 - Gullies and shallow landslides, and
 - Points of concentrated stormwater runoff.
 - ii. **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
 - iii. Irrigated Agriculture Ag. Waiver
 - 1. May have to show how we manage wastewater in vineyards
 - a. micro sprayers?
 - iv. Mobile Irrigation Labs
 - 1. measuring efficiency of irrigation systems
- d. **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 @ Greenwood Ridge	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
September	October	November	December
Harvest	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.