



EARTH DAY FOOD AND WINE FESTIVAL

April 17, 2010

2pm - 5pm

www.earthdayfoodandwine.com

Santa Margarita, CA

VINEYARD PEST & DISEASE SEMINAR

April 22, 2010

9am - 12:30pm

Santa Maria Public Library

www.ucanr.org/seminar

VINEYARD SPRAY TECHNOLOGY FIELD DAY

May 11, 2010

10am - 12pm

Cal Poly Gallo Vineyard

IRRIGATION AND WATER MANAGEMENT WORKSHOP

May 18, 2010

9am - Noon

Castoro Cellars, Templeton

www.vineyardteam.org

PASO ROBLES WINE FESTIVAL

May 21-23, 2010

www.pasowine.com

COOKING FOR SOLUTIONS

May 21-22, 2010

Monterey Bay Aquarium

Monterey, CA

SUSTAINABLE AG EXPO

November 15 & 16, 2011

Monterey, CA

EXECUTIVE DIRECTOR'S REPORT

Kris O'Connor

Awards, Ag Orders, and Facebook

It's been an extremely busy quarter once again. We are neck deep in Tailgate season and are working on the final touches for the Earth Day Food and Wine Festival. We are also busy sharing information about the SIP program, through consumer and trade events, responding to press requests, and giving presentations all over the state. We're very excited that folks from outside of the area are interested in the program, because of its robust requirements and CCVT's credibility in the area of sustainability, as evidenced by our recent EPA award and upcoming IPM Innovator award from the Department of Pesticide Regulation.

There has also been a lot of work regarding the new Ag Discharge Order recommendations by the RWQCB. We are pleased that CCVT's programs were specifically acknowledged in the staff recommendation. We continue to be contacted by regulators and elected officials on a variety of issues and are proud that we can be a resource for those creating and developing policies that affect agriculture.

And what about Social Media? We are very active on Facebook and Twitter. I'm very excited about the opportunities to reach and connect with new people about our programs in a way that was not previously possible. We are in the process of building our new www.vineyardteam.org website and being smarter about how we post and share information in new ways via video, blogs, and social media. I really feel strongly about these opportunities, and if anyone is interested in checking it out, learning some tips, or asking questions, I'm available to share what I've learned. I might even consider a mini training, if anyone is interested. Just let me know.

As always, it is an honor and privilege to represent each of you as we advance our mission.

Follow us!

Facebook | www.facebook.com/sipthegoodlife

Twitter | www.twitter.com/sipthegoodlife

835 12th Street, Suite 204

Paso Robles, California 93446

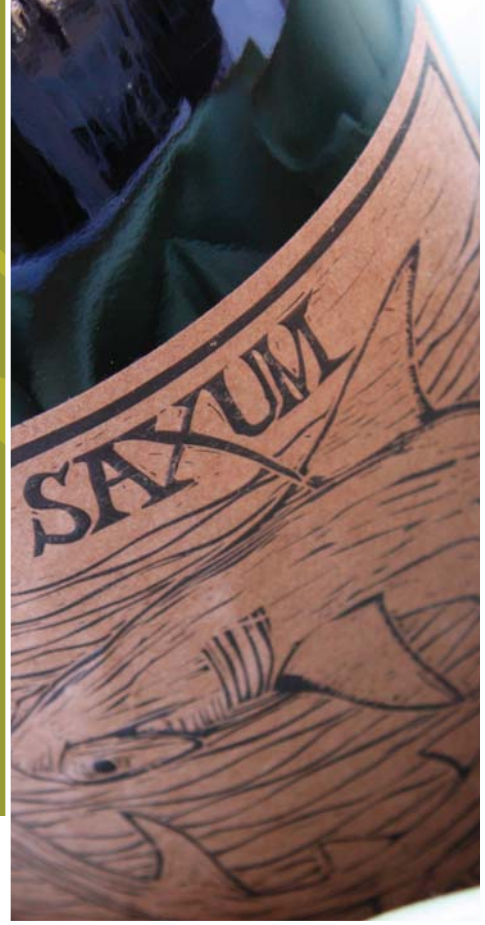
tel. 805-369-2288

fax. 805-369-2292

www.vineyardteam.org

EARTH DAY FOOD & WINE FESTIVAL

earthdayfoodandwine.com



APRIL 16-18

**CELEBRATE WITH EARTH-FRIENDLY CUISINE &
SUPPORT SUSTAINABLE FARMERS FROM 2-5 PM**

**COMMEMORATIVE
WINE GLASS**

**UNLIMITED
SAMPLES OF
FOOD & WINE**

**BUY A TICKET
4-PACK AND
SAVE \$50!**

Tickets are still available for the weekend activities for this year's Earth Day Food & Wine Festival Weekend on April 16-18. Unique weekend activities include private barrel tastings, concerts, custom picnics in the vineyard, and vineyard tours from the Salinas Valley to Santa Margarita. Whether you're a foodie, wine lover, or music enthusiast, these small, casual events offer something for everyone. The main event, held on April 17th at the historic Santa Margarita Ranch, allows visitors to celebrate Earth Day with over 75 wine, food and earth conscious exhibitors, hailing from Santa Cruz to Santa Barbara.

The one-of-a-kind weekend festivities surrounding Earth Day will be hosted by wineries and vineyards from the Salinas Valley to Santa Margarita. The activity collection includes a rare private tasting at Saxum in Paso Robles with acclaimed winemaker Justin Smith, a winery tour and barrel tasting at Hahn Estates in Soledad, a vineyard tour and a brunch at Halter Ranch Vineyard of Paso Robles, and many more exclusive opportunities to explore the bounty of the Central Coast. Spaces for these activities are limited and must be purchased in advance.

Event tickets and weekend activities range from \$15 to \$600 depending on event selection. To purchase tickets, activity opportunities and to view the lineup for the 4th Annual Earth Day Food & Wine Festival please visit the website at www.earthdayfoodandwine.com or call 805.369.2288.

SIP CERTIFICATION



GOOD FOR THE GROWERS • GOOD FOR THE ENVIRONMENT • GOOD FOR THE COMMUNITY



Great wines.
Healthy vineyards.

We are often questioned on what makes SIP special and how it compares to other certification programs. From the beginning SIP was designed to be available statewide for any grower who was interested in being part of a stellar distinguishing program.

DISTINGUISHING POINTS OF SIP:

- SIP looks at the entire farming operation - considering the environment, the workers, and the business stability
- SIP requirements and management enhancements include both process and practice based standards that are verified by a records and on-site inspection
- SIP has a high threshold for eligibility – not every grower can qualify
- SIP prohibits the use of high risk pesticides
- SIP contains a chain of custody component that allows qualified wines to carry the SIP seal

We are very proud of the SIP program – based on its standards, high requirements, and measurable practices that protect environmental quality, human resources all with a eye on business stability. The standards were extensively peer-reviewed, and we received a National EPA Award for the program (one of only 5 organizations).

SIP continues to grow as we move through the 2010 cycle. We look forward to increased acreage and more wines featuring the SIP seal.

www.sipthegoodlife.org



NEW CCVT STAFF KATE JOYCE, PROGRAM SUPPORT

Kate Joyce was introduced to the world of Central Coast wine first through her experience working at a small local winery. Kate studied art history and the visual arts at Occidental College and later organized events for a San Francisco art gallery. Kate recognizes that farming and winemaking are their own forms of art, and is looking forward to becoming more familiar with the vineyards of the Central Coast. In her free time Kate enjoys skiing, running and painting. On sunny days she likes to work in her yard with her husband and dog. She has just started her own vegetable bed and is enjoying the benefits of her first compost bin.

CURRENT CCVT MEMBERS

Adelaida Cellars, Inc., Paso Robles, CA
 Adobe Road Vineyards, Paso Robles, CA
 Ag Tech Specialties, Kerman, CA
 AgraQuest, Davis, CA
 Air Strike Bird Control, LLC, Atascadero, CA
 Alta Loma Vineyard, Soledad, CA
 Alta Vista Ranch, Paso Robles, CA
 Amaran Vineyards, Paso Robles, CA
 Ancient Peaks Winery, Santa Margarita, CA
 ARC Vineyards & Presqu Coast Winery, Santa Maria, CA
 Arroyo Loma Vineyard I & II, Soledad, CA
 Arroyo Robles Winery, Paso Robles, CA
 Arroyo Seco Canyon Vineyards, Greenfield, CA
 Associates Insectary, Santa Paula, CA
 August Ridge Vineyards, Creston, CA
 Aver Family Vineyards, San Martin, CA
 Baicor, Logan, UT
 Baileyana/Tangent, San Luis Obispo, CA
 Bear Valley Vineyards, Parkfield, CA
 Bernardus Vineyards and Winery, Carmel Valley, CA
 Big Red Vineyard, Paso Robles, CA
 Boekenooogen Vineyards, Carmel Valley, CA
 Bowker Vineyards / Caliza Winery, Paso Robles, CA
 Briarwood Vineyards - Templeton, Templeton, CA
 Cal Coast Machinery, Paso Robles, CA
 Cambria Vineyards & Winery - Santa Maria, Santa Maria, CA
 Carhartt Vineyard, Solvang, CA
 Caroline's Vineyard, Menlo Park, CA
 Carriage Vineyards, Templeton, CA
 Cass Winery, Paso Robles, CA
 Castle Oak, Templeton, CA
 Castoro Cellars, Templeton, CA
 Cerro Prieto Vineyard, Paso Robles, CA
 Chalk Knoll Vineyard, Templeton, CA
 Chamisal Vineyard-Domaine Alfred, San Luis Obispo, CA
 Chareva Vineyards, Greenfield, CA
 Chequera Vineyards, Paso Robles, CA
 Christopher Joyce Vineyard, Paso Robles, CA
 Chronic Cellars, Paso Robles, CA
 Chula Vina, Salinas, CA
 Claiborne & Churchill Winery, San Luis Obispo, CA
 Clavo Cellars, Paso Robles, CA
 Clayhouse Vineyard, Paso Robles, CA
 Clesi Wines, San Luis Obispo, CA
 Clos LaChance Wines, Inc., San Martin, CA
 Clos Pepe Vineyards, Lompoc, CA
 Coastal Tractor - Paso Robles, Paso Robles, CA
 Coastal Vineyard Care, Santa Ynez, CA
 Colina Poca Vineyard, Paso Robles, CA
 Condor's Hope, Santa Cruz, CA
 Constellation Wines, Oakville, CA
 Cooper-Garrod Estate Vineyards, Saratoga, CA
 Coyote Moon Vineyards, LLC, Santa Rosa, CA
 Creston Cripple Creek, LLC, Solvang, CA

Creston Hills Vineyard, Paso Robles, CA
 Cross Canyon Vineyard, LLC, Arroyo Grande, CA
 Crossland Vineyard, Templeton, CA
 Crother Vineyard, Paso Robles, CA
 D'Anbino Vineyards & Cellars, San Miguel, CA
 Deerpoint Group, Inc, Fresno, CA
 Dino Boneso Vineyards, Paso Robles, CA
 Dorcich Winery, San Martin, CA
 Dow AgroSciences - Arroyo Grande, Arroyo Grande, CA
 Dunning Vineyards Estate Winery & Guest Villa, Paso Robles, CA
 E P Aeration, Inc., San Luis Obispo, CA
 E Z-1 Ranch, Creston, CA
 Ecovine Solutions, San Luis Obispo, CA
 Edna Ranch, San Luis Obispo, CA
 Emilio Guglielmo Winery, Morgan Hill, CA
 Estrella River Vineyards, LLC, Arroyo Grande, CA
 Evenson Family Farm, San Miguel, CA
 Faith Vineyard, Los Olivos, CA
 Farm Supply Company - Paso Robles, Paso Robles, CA
 First Crush Winemaking, Paso Robles, CA
 Force Canyon Vineyard, Soledad, CA
 Foxen Vineyard, Inc., Santa Maria, CA
 Freeman Vineyard, San Luis Obispo, CA
 Frolicking Frog Winery, Atascadero, CA
 Garey Ranch Vineyard, Templeton, CA
 General Vineyard Services, Gonzales, CA
 Grassini Vineyard, Woodland Hills, CA
 Graves Winegrowers, Creston, CA
 Hahn Winery/Smith & Hook Winery, Soledad, CA
 Halcyon Vineyards, Templeton, CA
 Halter Ranch Vineyard, Paso Robles, CA
 Heart Hill Vineyard, San Luis Obispo, CA
 Hilliard Bruce Vineyards, LLC, Lompoc, CA
 Hog Canyon Vineyards, San Miguel, CA
 Hope Family Wines, Paso Robles, CA
 Indian Valley Vineyards LLC, Mountain View, CA
 J & L Farms, Salinas, CA
 J Lohr Vineyards & Wines - Paso Robles, Paso Robles, CA
 J. Bond Cellars and Vineyard, Paso Robles, CA
 Jack Creek Cellars, Templeton, CA
 James Berry Vineyard, Paso Robles, CA
 JB Dewar, San Luis Obispo, CA
 JCM Farming, Solano Beach, CA
 Jim's Supply Company, Bakersfield, CA
 JK Wine Company, Paso Robles, CA
 Johansing Farms, San Miguel, CA
 JUSTIN Vineyards & Winery, Paso Robles, CA
 KelNik Vineyards, Templeton, CA
 Kessler-Haak Vineyards, Lompoc, CA
 Kiamie Wine Cellars, PASO ROBLES, CA
 Kiler Canyon Vineyard, Paso Robles, CA
 Kimberly Vineyard, Soledad, CA

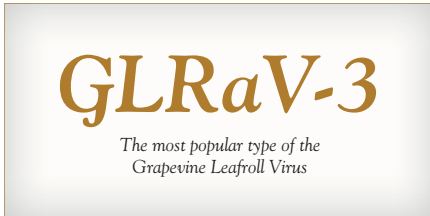
Kokopelli Vineyard, Paso Robles, CA
 La Vista Vineyard, LLC, Paso Robles, CA
 Laetitia Vineyard & Winery, Arroyo Grande, CA
 Last Frontier Vineyards, San Luis Obispo, CA
 Live Oak Vineyards, Paso Robles, CA
 Lock Vineyard/Ecluse Wines, Paso Robles, CA
 Lockwood Valley Vineyard, Lockwood, CA
 Loma Pacific Vineyards, Soledad, CA
 LongShot Minx Vineyards, LLC, Paso Robles, CA
 Luft Vineyard, Templeton, CA
 Malibu Vineyards, Malibu, CA
 Marks Winery, Soledad, CA
 McGourty Vineyards, Paso Robles, CA
 McIntyre Vineyards, Soledad, CA
 Meeki Vineyard, San Luis Obispo, CA
 Meridian Vineyards, Paso Robles, CA
 Michaud Vineyard, Woodside, CA
 Mission Ranch Vineyard, Soledad, CA
 Mitchellella Vineyard & Winery, Paso Robles, CA
 MJ Fronty Vineyard, San Miguel, CA
 Monterey AgResources - Fresno, Fresno, CA
 Monterey County Vintners & Growers Association, Monterey, CA
 Morgan Vineyard and Winery, Salinas, CA
 Nichino America, Inc., Kingsburg, CA
 Nichols Vineyard & Opolo Vineyard, Camarillo, CA
 Nona Vineyards, San Miguel, CA
 North Canyon Vineyard, Santa Maria, CA
 Olio Nuevo, Paso Robles, CA
 ON-Target Spray, Wilsonville, OR
 Opolo Vineyards & Winery, Paso Robles, CA
 Oro Agri, Inc., Roanoke, TX
 Oso Libre Vineyard, Paso Robles, CA
 Pacific Ag Water, Santa Maria, CA
 Pacific Vineyard Company, San Luis Obispo, CA
 Paragon Vineyard, San Luis Obispo, CA
 Paraiso Vineyards, Soledad, CA
 Parrish Vineyard, Cayucos, CA
 Partridge-Leigh Vineyard, Paso Robles, CA
 Peachy Canyon Vineyard, Paso Robles, CA
 Pear Valley Vineyard, San Miguel, CA
 Pisoni Vineyards, Gonzales, CA
 Plummer Vineyard, Paso Robles, CA
 Pomar Junction Vineyard & Winery, Templeton, CA
 Premiere Coastal Vineyard, Santa Maria, CA
 R & E Ranch, Fullerton, CA
 R.E. Goodwin Farming Company, Paso Robles, CA
 R&S Vineyard, Paso Robles, CA
 Ranchita Canyon Vineyard, San Miguel, CA
 Rancho De Voladores, Paso Robles, CA
 Rancho La Vina, Buellton, CA
 Rancho Real, LLC, Arroyo Grande, CA
 Rancho Rita Vista LLC, Buellton, CA
 Rancho Sisquoc Winery, Santa Maria, CA
 Red Hills Vineyard, Templeton, CA
 Reserve Vineyard Management, Arroyo Grande, CA

Ridge Vineyards, Cupertino, CA
 Riverbench Vineyard and Winery, Santa Maria, CA
 RLS Vineyard, Soledad, CA
 Roadrunner Farm, Creston, CA
 Rock Basin Vineyards & Guest Homes, Santa Margarita, CA
 Rolph Family Vineyards, Paso Robles, CA
 Romero Vineyard Management, Arroyo Grande, CA
 San Lucas Vineyards, Salinas, CA
 Sarmiento Vineyard, Soledad, CA
 Saucelito Canyon Vineyard & Winery, San Luis Obispo, CA
 Saxum Vineyards, Paso Robles, CA
 Sculpterra Winery & Vineyard, Paso Robles, CA
 Sereno Vista Vineyards, Paso Robles, CA
 Shandon Hills Vineyard, Templeton, CA
 Shoemaker Vineyard, Atascadero, CA
 Sierra Madre Farms, Santa Maria, CA
 Sierra Madre Holdings, LLC, Santa Maria, CA
 St. Hilaire Vineyard & Winery, Templeton, CA
 Ste. Nicolas Vyd, Soledad, CA
 Steinbeck Vineyards, Paso Robles, CA
 Still Waters Vineyard, Paso Robles, CA
 Sunbelt Vineyards, Templeton, CA
 Sunnyslope Vineyard, Templeton, CA
 Sunview Shandon, Shandon, CA
 Sutter Home Winery - St Helena, St. Helena, CA
 Sylvester Vineyards & Winery, Paso Robles, CA
 Tablas Creek Vineyard, Paso Robles, CA
 Talley Vineyards, Arroyo Grande, CA
 Tolosa Winery, San Luis Obispo, CA
 Turrentine Wine Brokerage, LLC, Novato, CA
 Ultra Gro Plant Food - Madera, Madera, CA
 Valley Farm Management, Soledad, CA
 Vineyard Industry Products, Paso Robles, CA
 Vineyard Library No. 1, Soledad, CA
 Vineyard Library No. 2, Soledad, CA
 Vineyard Library No. 3, Soledad, CA
 Vineyard Library No. 4, Soledad, CA
 Vista Grande Vineyards, Templeton, CA
 Viticultural Management, Inc., Paso Robles, CA
 Wallace Group, San Luis Obispo, CA
 Walter Crest Vineyard, San Miguel, CA
 Webster Vineyard, Paso Robles, CA
 Western Square Industries, Inc., Stockton, CA
 Westgard Vineyards, Paso Robles, CA
 White Hawk Vineyard, Templeton, CA
 White Hills Vineyard, Santa Maria, CA
 Wild Horse Winery & Vineyards, Templeton, CA
 Wilson Ranches, Inc. - Cripple Creek Vineyard, Templeton, CA
 Winegrower Consultant, Cambria, CA
 Wolff Vineyards, San Luis Obispo, CA
 Zabala Vineyards, Soledad, CA
 Zaca Mesa Winery & Vineyards, Los Olivos, CA
 Zenaida Cellars, Paso Robles, CA

It's remarkable how much this list has grown!

Multi-state team to study grapevine leafroll disease as part of USDA, Specialty Crop Research Initiative program

Monica L. Cooper, Rodrigo P.P. Almeida, Kent M. Daane



Researchers from California, Oregon, and Washington received funding through the USDA's Specialty Crop Research Initiative (Western Region) to study grapevine leafroll disease and its associated vectors (mainly various mealybug species). This multi-disciplinary and multi-agency project is led by Kent Daane and Rodrigo Almeida, of UC Berkeley; key cooperators in California include UC Extension Specialists and Farm Advisors, as well as representatives from the grape industry who have volunteered to serve on a Grower Panel. Funding for this 3-year program started January 1, 2010. Because the project is in its infancy, results are very preliminary, so the following is intended to introduce the project and provide a brief description of the objectives.

Grapevine leafroll disease occurs in every major grape-growing region of the world. Although the pathogen is implicated in graft incompatibility and young vine failure, the disease is not typically lethal, but results in significant economic loss from a combination of factors. Affected plants have decreased fruit quality and pigmentation, delayed maturity, and may experience yield reductions of up to 40%. Leaf symptoms include a variety-dependent reddening or yellowing of the interveinal area, as well as a downward rolling of the margins of the leaf blade. In coastal California vineyards, the recent, unexplained increase in disease incidence has raised the pathogen to a primary pest status for growers.

There are ten currently recognized viruses associated with grapevine leafroll disease that are referred to collectively as Grapevine leafroll-associated viruses (GLRaV). Of these, GLRaV-3 is the predominant type (species) in the world. Preliminary data from ongoing surveys suggest that GLRaV-3 is also the dominant species in Napa Valley. There is evidence of diversity within the GLRaV-3 species; genetically distinct strains have been identified in Napa. However, it is important to note that the driving factor(s) behind

the current leafroll epidemic has not yet been identified and is one of the goals of our group.

Because GLRaVs were historically considered to be only graft-transmissible, control practices were limited to the use of clean planting material and the roguing of symptomatic plants. Insects were implicated as vectors of GLRaV after the incidence of diseased vines was shown to annually increase in vineyards and follow distinct geographic patterns. The known insect vectors of GLRaVs include four mealybug species that are common in California vineyards: grape, obscure, longtailed and vine mealybugs; four species found in California but rarely in vineyards: apple, citrophilus, citrus, and Comstock mealybugs; and a European species: Bohemian mealybug. Cottony vine scale (*Pulvinaria vitis*) and the European fruit lecanium scale (*Parthenolecanium corni*) have also been identified as vectors, although their role in spread of leafroll disease in California has not been quantified. Wild grapevines (*Vitis californica* and *Vitis* spp. hybrids) in natural environments near vineyards may serve as virus reservoirs.

Historically, mealybug management programs for vineyards were based on economic damage to the fruit and not on "vector control". This difference may affect disease spread because a single mealybug is capable of transmitting the leafroll virus to a healthy vine, but a single mealybug is not sufficient to cause economic damage to the fruit. In instances where biological control agents keep mealybugs at very low density such that they rarely cause economic damage to the fruit, populations may still be sufficient to transmit leafroll viruses. Additionally, the vector potential of highly aggressive mealybug species, especially the vine mealybug (*Planococcus ficus*), is of concern. Vine mealybug has spread at a rapid rate throughout the state; considering its explosive populations, it has the potential to be a very efficient virus vector.

The SCRI team will focus their efforts on the following objectives in order to further our understanding of leafroll disease epidemiology and to ultimately develop sustainable management practices for leafroll disease in western vineyards.

OBJECTIVE 1: Document the distribution of different GLRaVs and their genetic variants in the Western Region to determine if the observed increases in incidence and damage are due to the introduction of invasive vector species.

Activities and goals associated with this objective include intensive sample collection from fields with grapevine leafroll disease. Sample analysis will characterize the genetic diversity of leafroll virus populations in vineyards. Virus diversity will be studied initially at the species level, and subsequently at the level of strains within each species. Information on genetic diversity of the virus will be correlated to disease development, levels of damage and spread. This should provide information on the aggressiveness of the various

leafroll species (and strains within these species) and the frequency of damage by species and strain. Also, it should tease out relationships between single virus populations (e.g. GLRaV-3) versus mixed populations (e.g. GLRaV-3 with GLRaV-2) and the development of disease.

OBJECTIVE 2: Determine seasonal changes in the occurrence of both virus and vector in order to gain a better understanding of leafroll disease epidemiology at the regional level.

Activities and goals associated with this objective include both vector and disease surveys. The vector survey will determine which vectors are present in various areas of the state and use temperature data to model mealybug development. A better understanding of mealybug development is essential to predicting where vectors may occur on the vine throughout the season, which will assist in timing of management decisions. The disease survey under this objective will determine how the virus distribution and titer changes seasonally within an individual plant. Studies will also determine the effect of climate on development of infections and the effect of leafroll type on symptom development. Transmission efficiency of the various mealybug (vector)-virus combinations will also be studied. This will lead to a core objective of the proposal: To identify the ecological window(s) for leafroll disease infection based on vector and virus, leading to improvements in control decisions.

OBJECTIVE 3: Investigate the impact of conventional and sustainable mealybug controls on disease incidence.

Activities and goals associated with this objective include studies of conventional and sustainable controls for vine mealybug, and attempt to answer some of the following. Will current vector management practices be sufficient to limit spread of leafroll disease? What time of the year should control practices be implemented? What level of mealybug control are required to limit disease spread? Additionally, we will study vineyard redevelopment issues under virus pressure.

OBJECTIVE 4: Develop an extension and outreach program on GLD and mealybugs.

In summary, the goal of this project is to study leafroll disease and vector dynamics to understand how disease spreads in western region vineyards. An understanding of how it spreads will inform management practices. Regardless of what is discovered, there is no known cure for the disease, so one of the most important strategies to limit the spread of leafroll disease is to use clean planting stock: purchase vines which have gone through the California Grapevine Registration and Certification Program (R&C Program). This program is designed to produce plants that are not infected with many of the currently detectable viruses and is administered by the California Department of Food and Agriculture (CDFA).

Paul Crout

Farm Supply Company



1. What is your agricultural background and what brought you to the Central Coast?

My family on my mother's side has been living and farming on the Central Coast for generations: the Perozzis, the Yorks from York Mountain Winery and the Turriss from Turri Ranch. I grew up on the outskirts of Los Osos surrounded by sugar pea fields so I'm about as local as you can get. My education is actually focused in science, I was pre-med microbiology at Cal Poly for 2 years until I branched out to soils, geology, meteorology and physical geography. I rediscovered my love of agriculture when I went to work for Farm Supply Co. as a student at Cal Poly.

2. How do you see your role in helping winegrape growers attain more sustainable vineyard management practices?

First off I do not consider myself a salesman (I can't stand that label), my primary job is to ensure the success

of my growers both agriculturally *and* economically. If I can help my growers produce a better product using the same or fewer inputs then I've done my job. I try and provide as much information as I can to my growers so they can make timely and informed decisions on how to manage their crop. Nutrient management wise, I'm very science focused, I take yearly soil samples and several plant tissue samples during the year so our nutrient inputs match the crop's requirements. As far as pest management goes, I'm a big believer in Integrated Pest Management (IPM). I use traps to make pest counts and take pest population thresholds into consideration before recommending spray applications. The Gubler Powdery Mildew model is also an invaluable tool for maximizing spray intervals and reducing inputs. Every spray/tractor pass through the vineyard that I can eliminate is money in my growers pocket. That's a part of sustainability that sometimes gets overlooked, agriculture is a business and if you can't stay afloat economically then it doesn't matter how you grow your crop because, eventually, there won't be one.

3. In the past few years, have you seen a change in farming philosophies within the Central Coast winegrowing community?

Absolutely, I see more and more growers leaning towards sustainable practices, even if they don't realize

it! There's quite a bit of interest in both organic and "soft" pesticides and nutrients. People are taking more of an interest in soil management utilizing cover crops, compost, and erosion control. Growers are starting to realize that small changes in their farming practices are adding up and we're all better off for it.

4. What upcoming issues do you see the winegrape industry facing in terms of pest control?

Well, that's a good one. There's always a new exotic insect that has the potential to cause serious damage. I've started to see Syrah Disorder in a number of 5+ year-old blocks that is causing some nasty problems. That's about it, we've got enough on our plate as it is.

5. What is your proudest accomplishment?

I haven't done it yet but being a good father and role model to my 2 kids, Ben and Anna, is the most important thing I can think of.

6. When you are not being a PCA or CCA, what can we find you doing?

If I'm not at home with playing with the kids you'll see me on my bike or running getting ready for my next triathlon. I'm also planning on climbing Mt. Whitney for the third time this summer.

www.farmsupplycompany.com

Wes Hagen Clos Pepe Vineyard



1. What brought you to the wine industry?

A combination of home winemaking, growing tired of babysitting teenagers in a classroom, and the sweet, sweet taste of alcohol. To Clos Pepe? I lucked out being in a family that bought a piece of property that would become one of the finest pieces of dirt in the New World pinot noir firmament. I started as just a 'squatter'—I watched the property and wrote a few novels... but when they didn't sell, I started making a little extra money working in the field with Jeff Newton's workers, became fond of growing wine (even the field work), and then quit teaching in 1996 to become full time cellar rat at Babcock, and then vineyard manager (1996) and finally winemaker (2000) at Clos Pepe. In between, Steve Pepe and I would drive to UC Davis at least once a month to take vit/enology classes.

2. What are the biggest changes in sustainable practices that you have implemented in the last decade?

Since 2000, we haven't changed our regime too much. We're mostly organic, but we do use a few very effective non-organic fungicide applications per year, for I find them much more effective than the organic equivalent. Oddly, the answer might be as simple as me being in the field more. The more a vineyard manager can walk the fields, the less 'catch up' you have to do, and you don't have to use hard chemicals to solve problems caused by a problem becoming too big to address organically.

3. What challenges came with this, and what challenges do you see in the future?

Muddy boots, tan hands, working on my Spanish. I do tend to hole up in the office with the computer, customers, order management, social networking, etc. So I try to schedule field time on my calendar, so when I wake up it's already part of the plan.

4. In terms of sustainability, how does Clos Pepe fit into the picture?

I may be a little different than most sustainable farmers, as I judge our practices more from the perspective of wine quality than strictly on what's environmentally 'correct'. I never ignore science or new low-impact chemicals. There are brilliant human being designing and testing wonderful new technologies to improve wine quality, and I will never turn a blind eye to science and those scientists dedicating their lives to agricultural technology. I reject the efficacy of Biodynamics as a system for two reasons: Rudolph Steiner was a charlatan and a denier of materialist science, and the system was designed to aid ripening in a northern European climate. So even if it did work, it is antithetical to my goals as a winegrape grower in sunny California. This does not mean that compost doesn't work, or by using BD compost you aren't improving soil tilth and biology because of composting. I understand some winegrape growers are seeing what they think are results specifically from BD preps, but I've seen no double-blind, peer reviewed studies that show anything except BD is voodoo hogwash based on the rantings of a man that believed the planets control our organ functions and that humans are on their way to evolve into beings of ether.

5. You have a very fascinating weed control program...

Yep, those would be the sheep, and I'm watching them graze the lower Wente chardonnay field right now from my office window. Cute little dirty cotton balls roaming the deep cover crop. Our flock of Olde English Southdown Babydoll sheep are an excellent example of how sustainability in action can be gestalt. Not only do the sheep make for great grazers, not only do they make excellent fertilizer and a catalyst for our compost, they are a great way to teach visitors, politicians and the public about our commitment to sustainable practices. Besides mowing our cover crop and leaving their magic pellets for the vines, the sheep have placed Clos Pepe on the front page of the LA Times (and subsequently 17 other National papers picked up the Jerry Hirsch story), it also launched our run for a 2007 Green Award from the County. In an industry driven by reputation, chatter and (yes) conjecture—it's always nice to be doing something a little maverick to keep the chatter positive and the reputation intact. We also use a tractor-mounted weed-removal device and do some hand-weeding. We may also take a cue from some New Zealand producers who have been using their flocks for outer leaf-layer leaf removal. I'm worried that they may eat the baby clusters too, but we'll give it a try in our Estate sections, and carefully watch to see what they can do for us.

www.clospepe.com

6. How do you see sustainable wines fitting into the marketplace?

It's an odd phenomenon right now. Because I find ultra-premium wine consumers some of the most educated and intelligent groups I've worked with, they can smell BS from a mile away. Many are becoming disenchanted with the smoke-and-mirrors of the organic proselytizers, so I take a different tact. I tell my customers that my decision to farm (mostly) organically is quality-driven, not necessarily out of a moral obligation. I believe it's a stronger comment to say that I farm sustainably because the wine tasted better, and that's the tact I've chosen in my marketing. Because 90% of our wine is hand sold here at the ranch and to our Allocation List, communicating our commitment to this type of quality-focused farming is important. It excites everyone—the greensies know I'm farming without restricted materials, herbicide or insecticide, and the more mainstream (even corporate) folk know that my green bent is tempered by an insistence that it shows qualitative improvements in the wine. I also want our customers to know that our field workers are paid salary and all medical benefits for them and their families...that's one main reason that our fruit and our wines are a little more expensive—the guys in the field benefit from our special dirt and climate as much as we do.

7. What is your proudest accomplishment?

Our 2006 and 2007 Estate Pinot Noir both received back-to-back high scores from Allen Meadows, the BurgHound, America's pre-eminent critic of Burgundy wines. Just when I was about to give up, feeling my more elegant and restrained style was being misunderstood by the Parkers and the Laubes of the world, Meadows gave these wines higher scores than almost every recognized 'cult' pinot noir in the New World. It was a fabulous validation of a style of wine that will regain popularity as we become a true wine culture and do not rely on critics for our wine purchases. I feel overt ripeness homogenizes regional and vineyard character, and I believe pinot noir should be more like jazz than the 'heavy metal' wines that seem to score so high, and completely fail in their final purpose: to respect and enhance the flavors of food at a table filled with delicious food, good friends, and dear family.

8. When you are not amidst the vines, what can we find you doing?

I may be found watching a Laker game while eating a burger at the Root 246 Lounge, I may be playing golf at La Purisima, petting our retired ex-racing greyhound, doting upon my beautiful wife, roasting coffee, evaporating fleur de sel from local beach waters (when they're clean), practicing Shaolin Kung Fu, improving my photography skills, updating Facebook and Twitter or reading about my favorite subjects: mythology, religion, food and trivia.

CENTRAL COAST VINEYARD TEAM

The Central Coast Vineyard Team identifies and promotes the most environmentally safe, viticulturally and economically sustainable farming methods, while maintaining or improving the quality and flavor of wine grapes. The Team is a model for wine grape growers and develops the public trust of stewardship for natural resources.

CONSERVATION • INTEGRITY • SHARING • LEARNING • INNOVATION

2010 BOARD OF DIRECTORS

Special thanks to those serving on our Board of Directors. We have plenty of openings for committee members. Let us know if you'd like to support our programs by serving on a committee.

Chris Cocchiaro NEW MEMBER
Wild Horse Winery and Vineyards

Don Ackerman
Foster's Wine Estates

Willy Cunha
Sunview Shandon

Chris Ferrara
Wild Horse Winery & Vineyards

Bill Hammond
Jackson Family Wines

Justin Perino
Scheid Vineyards

Linda Midkiff
Golden Oaks Vineyard

Steve Peck
J Lohr Vineyards & Wines

Anji Perry
J Lohr Vineyards & Wines

Dustin Rubbo
Valley Farm Management

Stasi Seay
Diageo Chateau & Estate Wines

Bryan Wallingford
Mesa Vineyard Management

Jon Winstead
E & J Gallo

Mitch Wyss
Halter Ranch

Address Service Requested

This publication is made possible by the generous support of our members and through grants from the Regional Water Quality Control Board, USDA, and CFA. Content does not necessarily reflect the views of our members or funders.

CONTENTS

Executive Director's Report	1
Earth Day Food & Wine Festival	2
SIP Certification	3
News	4
Technical: Leafroll Disease	5
Associate Interview	6
Grower Interview	7



835 12th Street, Suite 204
Paso Robles, CA 93446

CENTRAL COAST VINEYARD TEAM

Non-Profit Org.
Presorted Standard
US Postage
PAID
Permit No. 550
Paso Robles, CA
93446