

# CCVT

CENTRAL COAST VINEYARD TEAM



SPRING 2009

## LIVERMORE VALLEY GRAPE EXPO

March 10  
[www.lvwine.org](http://www.lvwine.org)

## IRRIGATION MANAGEMENT WORKSHOP

April 8  
[www.precisionaginc.com](http://www.precisionaginc.com)

## EARTH DAY FOOD AND WINE FESTIVAL

April 18  
[www.earthdayfoodandwine.com](http://www.earthdayfoodandwine.com)

## COOKING FOR SOLUTIONS

May 15-17  
[www.montereybayaquarium.org](http://www.montereybayaquarium.org)

## PASO ROBLES WINE FESTIVAL

May 15-17  
[www.pasowine.com](http://www.pasowine.com)

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

tel. 805-369-2288  
fax. 805-369-2292

[www.vineyardteam.org](http://www.vineyardteam.org)

## EXECUTIVE DIRECTOR'S REPORT

### Green Awards, Facebook, and Capitol Hill

by Kris O'Connor

**Green Award.** I was quite honored to be invited on the judging panel for *Central Coast Magazine's Annual Green Award*. Imagine my surprise when I started browsing the paperwork and saw our group as one of the nominees. I immediately brought the conflict to the editor's attention and tried to remove myself from the judging panel, but they insisted that I should still judge the other categories. I was a bit uncomfortable with the situation, but it didn't look like they were going to let me off the hook. Even without the favorable vote of yours truly due to an abstention, our Certification Program won the Green Award in the ag category. We are very proud of the program and appreciate that the judging panel and CCM editors recognize the value of certification and the substance of our program.

**EPA Award.** In addition, we were one of only six organizations in the country chosen for *EPA's Pesticide Environmental Stewardship Program Champion Award*. This high-level award from a regulatory agency is very important to us and reinforces that the work we do is highly regarded among government officials. This sort of recognition is only possible through the ongoing dedication of our project growers, board of directors, technical committee, and staff that all work hard at developing and implementing research, demonstration, and education programs that maintain high standards.

**Facebook.** We've entered the modern world of social networking on Facebook – it's been quite fun because we've reached new people that we normally would have never known. But, as you know, these cyber movements work by people sharing the info with others. So, come and visit our Sip the Good Life page, become a fan, and share it with your friends. And while you're there, leave us a comment on our Sip or Earth Day page.

**Back to DC.** By the time you're reading this, I'll be in DC sharing our program information with agencies and legislators. We have a great, multi-agency presentation scheduled at EPA and several other meetings throughout the city. This is an exciting time to be visiting the capitol, and I'm really looking forward to making new contacts and updating people on our group.

**Membership and Then Some.** And finally, thanks to everyone for your prompt membership payments. Not only do we have an amazing renewal rate, but we are welcoming many new members to the Team. This is especially important this year because our water grant has been frozen due to the current state budget crisis. If the state's cash emergency had happened a few years ago when 80% of our funding was grant based, we would have been in serious trouble. But we've been paying special attention to growing our non-grant revenues (Earth Day Food and Wine Festival, Sustainable Ag Expo, membership, and now certification), so even with the freeze, our programs are able to continue uninterrupted.

We appreciate your membership and support of our events – please know that these are not only programmatic in nature, but they serve an important function in ensuring the long-term financial sustainability of CCVT as a whole.



# EARTH DAY FOOD & WINE FESTIVAL

Saturday, April 18, 2009 • Santa Margarita, California

"This is an exciting time for us, because a few of the wines from 2008 [SIP] Certified vineyards will be available to taste at the event. Our certification program has been under development for years, so to reach a place where we have certified wines to pour is very rewarding."

*Kris O'Connor  
Central Coast Vineyard Team*

"We feel strongly about walking the talk. From reducing waste, conserving energy, and addressing transportation, we are proud of our low-impact event."

*Don Ackerman, Event Committee  
Fosters Wine Estates*

PG&E's ClimateSmart program, along with CCVT, is proud to provide this year's Earth Day Food and Wine Festival's Ride Share Shuttle Service as a responsible transportation alternative to help lessen the event's environmental impact.

*Rebecca Weber  
PG&E's ClimateSmart Program*

## EVENT HIGHLIGHTS

The *Earth Day Food & Wine Festival* is just around the corner and will take place on April 18, 2009 at the historic Santa Margarita de Cortona Asistencia from 2-5 PM. The 3rd annual event will feature an array of local cuisine and sustainable wines, while leaving a minimal footprint.

With entertainment (Big Daddy's Blues Band) powered by *Pacific Energy Company*, all materials recyclable and compost-friendly, and event shuttles for the ticketholders sponsored by *PG&E* and *Ride-On*, this event is making every effort to reduce its environmental impact.

The first wines made from SIP Certified winegrapes will be poured at the event. In addition, unique dishes made from locally-sourced ingredients will be featured.

## NEW IN 2009 - PREMIER ADMISSION

Be a *Premier Ticketholder* and enter one hour early to visit with growers, winemakers, and exhibitors in a more intimate setting. Enjoy reserved seating and preferred parking. Premier tickets are extremely limited and are only \$100.

## HELP US REACH OUR GOAL OF SHUTTLING 50% OF FESTIVAL ATTENDEES!

The new shuttle program, sponsored by *PG&E* and *Ride-Share*, will allow visitors to leave their cars behind and get VIP access to the festival. With *Ride-On* shuttles traveling from both North County and San Luis Obispo, visitors will arrive at the event on-time and have the option to leave early or stay until the very end. In addition, for those who cannot part with their cars for the afternoon, the *Earth Day Food and Wine Festival* will reward those who carpool with four or more by providing a VIP parking pass to the event.

## PURCHASE TICKETS

This event sold out in 2008, so buy your tickets early! For a limited time, get \$10 off your General or Premier ticket (use coupon code: FRIEND).

To purchase tickets, learn information on the NEW *RideShare* program, or to find out who is participating in this year's event, visit [www.EarthDayFoodandWine.com](http://www.EarthDayFoodandWine.com) or call 805.369.2288.

## 2nd Annual Central Coast IRRIGATION MANAGEMENT WORKSHOP

Practical irrigation management for Central Coast growers, managers, and consultants

**April 8, 2009**

**Vina Robles Winery - Paso Robles**

\$10 discount for CCVT Members  
Register by April 1st

To RSVP, contact Becky Zelinski at 805.239.8200 or log on to [www.precisionaginc.com](http://www.precisionaginc.com)

Hosted by Precision Ag Inc.

## 2009 OUTREACH SEASON

### Project Update/Water Quality

March 17, 2009 • Pomar Junction Vineyard  
5036 South El Pomar, Templeton, CA

### Irrigation Efficiency and Falcon Demo

March 25, 2009 • Premiere Vineyards  
7650 Palmer Road, Santa Maria, CA

March 26, 2009 • Clos Pepe Vineyards  
4777 East Highway 246, Lompoc, CA

Free Santa Maria-Style BBQ to follow Irrigation Efficiency Meetings

### Spanish Workshop: Pest and Disease ID

April 21, 2009 • Scheid Vineyards  
1972 Hobson Avenue, Greenfield, CA

April 23, 2009 • Meridian Vineyards  
7000 East Hwy 46, Paso Robles, CA

**\*All meetings from 9:00am - noon**

To RSVP, call Kira at 805.369.2288 or email [kira@vineyardteam.org](mailto:kira@vineyardteam.org). For more information on events, visit [www.vineyardteam.org/calendar](http://www.vineyardteam.org/calendar).

# GROUNDWATER RESOURCES OF THE CENTRAL COAST

Dean Thomas and Monica Barricarte, Regional Water Quality Control Board

Much of our groundwater on the Central Coast is already compromised of naturally occurring salts/dissolved solids (TDS), so groundwater consumers have to do their best not to exacerbate the issue. Declining groundwater levels are commonly caused by pumping more groundwater than is replenished by recharge. This causes wells to go dry and leads to the installation of deeper wells. Deeper groundwater may be poorer quality, resulting in greater diminishment of returns. Consequently, groundwater users need to manage groundwater use to minimize declines.

## Basins & Bedrock

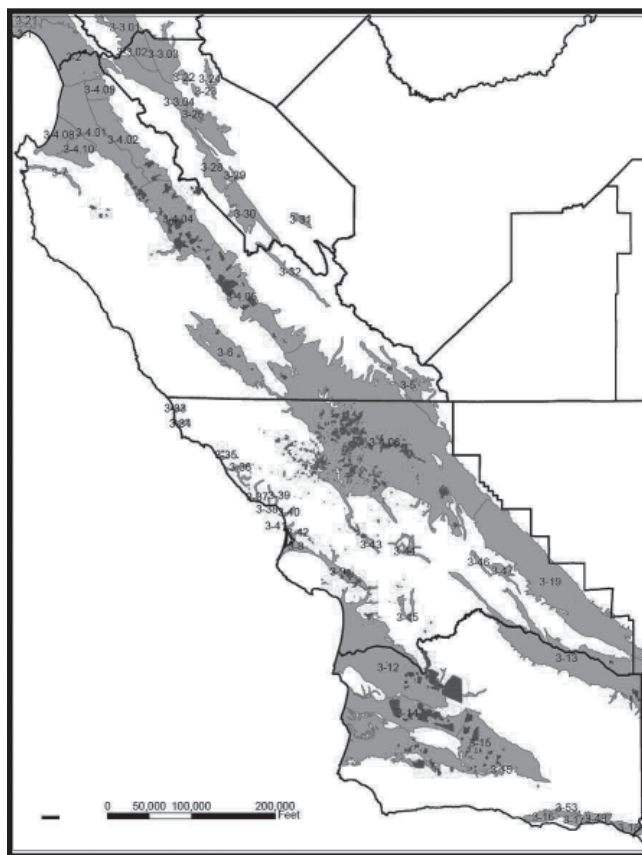
Geographical Information System (GIS) mapping data indicates that the majority of vineyards (as expected) occur in the groundwater basins of the Central Coast; however, some are located over areas underlain by bedrock, in particular the Templeton/Paso Robles area (Figure 1). Groundwater basins are typically filled with “loose” sediments deposited by rivers, whereas bedrock is cemented and less permeable. Groundwater dynamics are different and often the native quality is poorer in bedrock than in the groundwater basins.

## Groundwater Quality

Salts are generally more concentrated in marine bedrock formations (such as the Monterey and the Franciscan formations) that often form our hills and mountains. Salts are also transported into Central Coast alluvial basins via processes of erosion and ongoing flushing of the marine bedrock along groundwater flowpaths. Most of the salts have been flushed out thousands of years ago, otherwise, the total dissolved solids (TDS) of water in the Monterey Formation would be nearly equal to seawater (about 35,000 milligrams per liter [mg/L]), with sodium and chloride being dominant. The semiarid climate of the Central Coast continues to retain salts through evapotranspirational processes.

Based on Water Board staff’s limited data set from three regulated landfills in the Central Coast, TDS concentrations in background wells within the Monterey Formation are relatively high (around 4,000 mg/L), with calcium, magnesium, and sulfate being the dominant dissolved constituents. Most of the chloride has leached out, although concentrations around 400 mg/L are common. Heavy metals and transition metals (iron and manganese) are locally enriched in the groundwater of the Monterey Formation, with occurrence of iron and manganese associated with anoxic conditions caused by the presence of organic carbon. Iron and manganese are also locally enriched in some groundwater basins such as in the Paso Robles area. Chippen, et al. 1993, report that an organic-rich-blue-clay is often associated with hydrogen sulfide and boron enriched groundwater. Boron is also enriched in upwelling geothermal fluid in the Paso Robles area.

Salts and other inorganic constituents from surrounding bedrock continue to flush into the groundwater basins, particularly the Salinas upper valley subbasin, and northern portions of the Paso Robles subbasin in a line from Shandon to San Miguel where TDS concentrations are high. Deep and excessive groundwater withdrawals can lead to induced upward groundwater flow from older, salt-laden (connate) waters. Chippen et al report upwelling as a possible source for TDS degradation in the Shandon-San Miguel area. Percolation of agricultural return-flows can also lead to



groundwater degradation, as seen in the Salinas Valley. The Santa Barbara Countywide Integrated Regional Water Management Plan (IRWMP) reports that increased TDS in the Lompoc area may be the result of several mechanisms, including pumping-induced groundwater recharge from the coastal estuary, upwelling from marine formations, and reduction of high quality recharge from the Santa Ynez River. The Santa Barbara IRWMP reports that groundwater degradation in the San Antonio Creek Basin is possibly due to upwelling of salts from deeper units and/or agricultural return flows.

Nitrate impacts are widespread in Central Coast groundwater basins. Although not detrimental to agricultural users, the maximum contaminant level for drinking water use is 45 mg/L (as nitrate). Note that aquatic life may be impaired at much lower concentrations. Sources of nitrate include: waste water effluent, septic systems, and fertilizers. Synthetic fertilizers are thought to be the leading source of nitrate in Central Coast groundwater. The Central Coast Water Board is increasingly aware that sources of nitrate must be managed more effectively to reduce groundwater and surface water impacts.

## Groundwater Dynamics

Groundwater extraction changes the groundwater resource on many different scales. On the scale of the individual grower, pumping and associated lowering of groundwater levels (drawdown or cone-of-depression caused by induced stress) around a well may induce chemical precipitation of solids such as iron, manganese, or carbonate within the well and possibly out into the formation, depending on the native chemistry of the groundwater. Liberation of dissolved gases or introduction of oxygen caused

Continued On Page 6

# PUTTING IT ALL TOGETHER: AN INTEGRATED APPROACH TO VINE MEALYBUG MANAGEMENT

Monica L. Cooper and Kent M. Daane, University of California

## OVERVIEW

Since its accidental introduction in the 1990's, the vine mealybug (VMB), *Planococcus ficus* has spread throughout most grape-growing regions of California. Mealybug damage includes partial vine defoliation, yield losses resulting from feeding damage, and the promotion of sooty molds and bunch rots. Additionally, VMB vectors the leafroll associated viruses (GLRaVs), which are of great concern in some winegrape regions. Whereas localized eradication attempts have been provided as a short-term solution to reduce VMB damage, populations of this pest continue to spread. Additionally, eradication attempts have relied heavily on applications of the broad-spectrum insecticide, chlorpyrifos (Lorsban™). The results have shown dramatic increases in secondary pest outbreaks. An IPM program offers greater potential for long term management and fosters the creation of a more sustainable program that includes the action of natural enemies, biological controls, baits for Argentine ant control, and the judicious use of reduced-risk insecticides.

## PHEROMONE MATING DISRUPTION

The female mealybug produces a sex pheromone to attract adult winged males. In a mating disruption program, a synthetic version of the sex pheromone is applied at high rates, such that confused males become unable to locate and mate with females. Unmated females produce fewer viable eggs and an altered sex ratio (more males are produced than females). In field trials, we have deployed the synthetic pheromone from standard plastic dispensers, available as Checkmate™ (Suterra, LLC, Bend, OR), under a Section 18 exemption. These dispensers are typically hung on an inner trellis wire or on the cordon in the fruiting zone because this is where most VMB activity occurs. Dispensers are deployed once per season, at a rate of 250 per acre, and deployment should be timed to coincide with the first significant male flight (May-June). Research trials suggest that while effective at lowering damage from VMB, mating disruption has several limitations: (1) it cannot be used to quickly lower a high density VMB population (as can insecticides) and (2) it may work best in combination with other management tactics, such as parasitoid releases or an insecticide application.

## NATURAL ENEMIES

Natural enemies, including predators and parasitoids, are becoming increasingly important in California vineyards. Predators include *Cryptolaemus montrouzieri*, *Hyperaspis* sp., *Nephus* sp. (= *Scymnobi*), and *Scymnus* sp., all of which are commonly called **mealybug destroyer beetles**. *Cryptolaemus montrouzieri* was imported to California from Australia in 1891 to help control the citrus mealybug, whereas the other species are believed to be resident predators in coastal regions, and therefore more tolerant of cooler winter temperatures. **Lacewings** have long been associated with mealybugs, and can be effective predators of smaller mealybugs; they have a more difficult time feeding on larger mealybugs and eggs. Often overlooked, brown lacewings may be important mealybug predators in spring because they are active at cooler temperatures. Predaceous midges - **cecidiomyid flies** - another common mealybug predator, include *Dicrodiplosis californica* in California vineyards. The adult fly, which is not predatory, deposits eggs in or near the mealybug ovisac. The maggot-like larvae feed primarily on mealybug eggs and small larvae and then drop to the ground to pupate.

**Parasitoids** found attacking VMB in California include *Anagyrus pseudococci*, *Coccidoxenoides perminutus*, and *Leptomastix dactylopii*. Currently, *A. pseudococci* is the dominant parasitoid throughout the state. Whereas biological traits may limit levels of natural control, augmentative releases can complement natural populations and provide enhanced rates of control. In experimental trials, 3000-5000 females per acre per season (May-Sept.) have been released in field plots. In coastal areas, most parasitoids are released during the critical period between June and August. During this period, *A. pseudococci* populations are naturally at their seasonal peak. VMB tend to be feeding in more exposed locations (on leaves), so are more vulnerable to parasitism, and there is a window to keep the crop clean of VMB. A release schedule of ~500 females per acre every 2-3 weeks would allow for continual releases throughout the peak season. For a full description of mealybug natural enemies, please refer to an article in the Sustainable Viticulture edition of the California Agriculture Journal, <http://repositories.cdlib.org/an>.

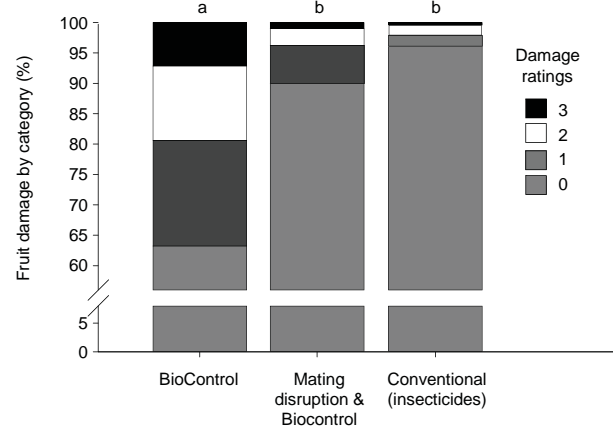
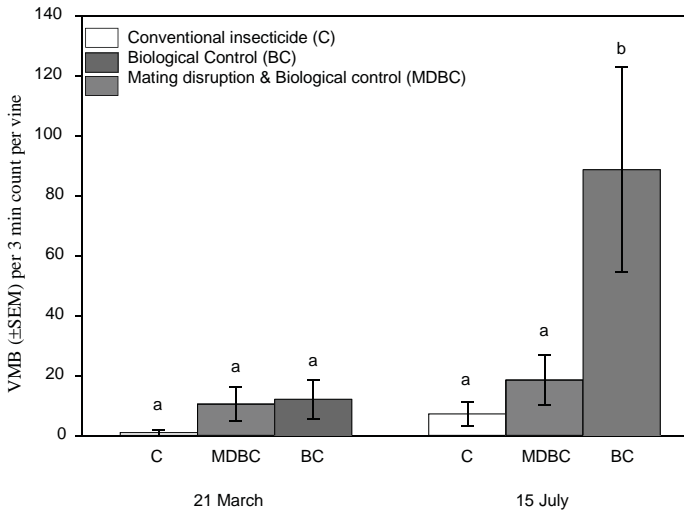
## ARGENTINE ANT CONTROL

Controlling vineyard ants is the most important habitat management tool to reduce mealybug abundance and damage. Ant species vary in dominance in different vineyard regions; both the Argentine ant, *Linepithema humile*, and the native grey ant, *Formica aerata*, are commonly found in the Central Coast region. These ants tend vineyard mealybugs for their honeydew - some species more aggressively than others. This mutualism has clear benefits for the ants, which are provided with a carbohydrate food source, and in return, ant-tending has been credited with protecting mealybugs from natural enemies.

A liquid bait program, developed as an alternative to barrier sprays for ant management, has been shown to suppress Argentine ant populations, resulting in a reduction in grape and obscure mealybug damage. Three commercial bait products, *Vitis*™ (imidacloprid), *Gourmet Liquid Ant bait*™ (borate) and *Tango*™ (methoprene) are available for use in vineyards and orchards. Bait stations are typically deployed at a rate of 15 per acre, but higher rates may be justified to manage larger Argentine ant populations. Baits are deployed in early Spring (April-May) to coincide with an increased demand by ants for food during this period of warming and intense colony growth. For a full review of the liquid bait program, please refer to an article in the Sustainable Viticulture edition of the California Agriculture Journal, <http://repositories.cdlib.org/anrcs/californiaagriculture/v62/n4/p177/>.

## INSECTICIDAL MATERIALS

The emergent VMB pest problem has precipitated the registration of a number of reduced-risk, target-specific insecticidal materials for mealybug management, whereas previously registered products were mainly broad-spectrum organophosphates and carbamates. These products include, but are not limited to, acetamiprid (*Assail*), buprofezin (*Applaud*), clothianidin (*Clutch*), dinotefuran (*Venom*), imidacloprid (*Admire* and *Provado*), spirotetramat (*Movento*), thiamethoxam (*Actara*), and a number of insecticidal oils. Proper application of these materials as part of an integrated program can result in satisfactory control of VMB populations. Application timing is critical to the use of a number of these products; exposed (on leaves) and immature mealybugs are more susceptible to these materials than older or protected (under bark)



• Figure 1. Mealybug samples from Central Coast winegrape plots for (A) mealybug vine counts for treatments of biological controls (and in-season insecticides), mating disruption and biological controls (and in-season insecticides), and conventional insecticides, and (B) crop damage at harvest-time for each treatment.

populations. The effectiveness of systemic, soil-applied products varies by soil type.

**SUMMARY**

Data on VMB populations presented below was collected during in-season time counts, as well as evaluations of bunch-damage at harvest time. Treated plots consisted of mating disruption combined with 1-2 applications of selected insecticide materials or biological controls. When used properly, these tools provided adequate control of VMB, at rates similar to or superior to standard insecticide programs that used 3-5 insecticide applications.

*Monica Cooper will be presenting on Vine Mealybug management at the CCVT Project Update and Water Quality tailgate at Pomar Junction Vineyard in Templeton, California, on March 17, 2009.*

*For more information, please visit [www.vineyardteam.org/calendar](http://www.vineyardteam.org/calendar) or call Kira at 805.369.2288.*

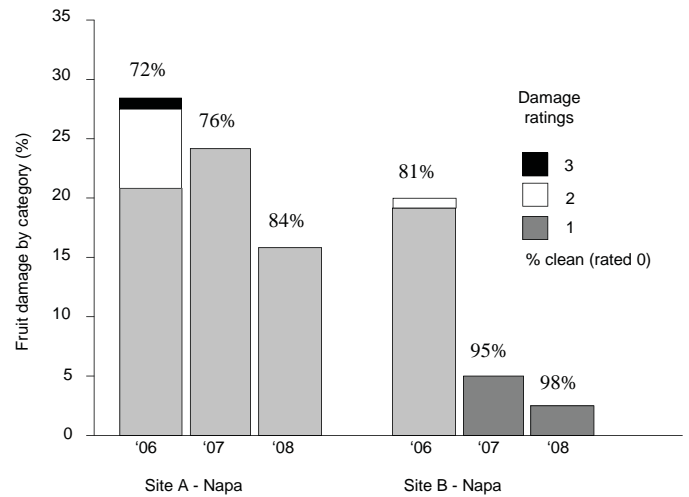


Fig. 2. Crop damage in two vineyard blocks that have received mating disruption and natural enemies over the past three seasons. Site A did not receive any insecticide treatment over the 3-year period. Site B received one application of buprofezin (Applaud™) during each growing season.

**CELEBRATE AGRICULTURE & NATIONAL AG WEEK**

*focusing on sustainability in today's agricultural market*

**KEYNOTE SPEAKERS**

A.G. Kawamura  
Secretary of California Department of Food & Agriculture

Brian Rianda  
Executive Director, Ag Land Trust

TMDCreative  
Marketing in a Tough Economy

Kris O'Connor  
Executive Director, Central Coast Vineyard Team

*Advanced tickets may be purchased by calling 831.372.5863 by March 1st, 2009; seating is limited. \$10 per person.*

**BREAKFAST BUFFET SEMINAR**

**WEDNESDAY, MARCH 18, 2009 | 8:00 AM - 10:00 AM**

**MONTEREY FAIRGROUNDS, MONTEREY ROOM**

**2004 FAIRGROUND ROAD, MONTEREY, CA**

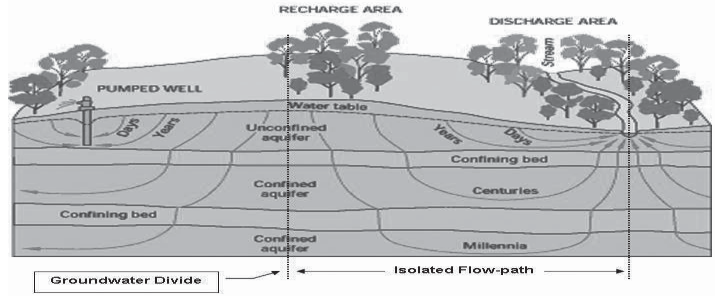
**Groundwater - Continued From Page 3**

groundwater. Liberation of dissolved gases or introduction of oxygen caused by drawdown can cause precipitation of solids. Bacteria may also plug the well, with iron-reducing bacteria being particularly problematic. The well can also be plugged with silt. All these processes result in a reduction in well efficiency (measured by increased drawdown) and pump fouling. These problems can be managed by minimizing the amount of drawdown by operating at lower flow rates. Periodic well development may be necessary; however, the owner must be sure that all introduced chemicals, such as chlorine, are thoroughly pumped out and handled according to the Central Coast Water Board's General Waiver, Resolution No. R3-2008-0010.

Figure 2 illustrates a 2-D concept of groundwater flow paths from recharge to discharge locations. A groundwater basin is basically this concept expanded in the third dimension, whereby the basin is separated from other basins by groundwater/watershed divides. Inputs to the groundwater system include precipitation, artificial and natural recharge, and subsurface inflow. Outputs to the system include: evapotranspiration, runoff, groundwater withdrawal, discharge, and subsurface outflow. The change in water stored in a groundwater basin is equal to the sum of inputs minus the sum of outputs. In some cases, a one-foot change in stored water can result in over 10 feet of groundwater level decline.

Groundwater quality is linked to quantity of groundwater withdrawal from the scale of the individual well to the scale of the basin. If groundwater extraction is large compared to other inputs, then the decline in storage may be significant, leading to a decline in groundwater levels. Groundwater users often respond by drilling deeper wells, which tap deeper flow paths (Figure 2), where older, generally poorer quality groundwater occurs, effectively "mining" the resource. It is important to keep the balance in check such that "safe yield" is maintained.

How does a community know the state of their groundwater system? A fairly easy and inexpensive way is to track static (non-pumping) water levels, cumulative precipitation, and volume of extracted groundwater.



**Figure 2** Managing Groundwater for Quality and Quantity

Water Board staff highly recommends that growers install automatic water-level monitoring devices (pressure transducers or the like) that are calibrated to mean sea level datum. The health of the well (drawdown vs. flow rate) can be tracked, along with long-term, static water level trends. This allows for early identification of well plugging, so that well redevelopment has a higher chance of success. Non-pumping water levels can be tracked to monitor the status of the local groundwater system.

For purposes of protecting crop health, water delivery systems, and monitoring the status of groundwater quality, vineyard owners and operators should test and monitor their well water for the following constituents (see chart below).

Water Board staff encourages growers to factor in nitrate concentration in irrigated water when calculating nutrient budget, and properly maintain septic systems.

*Dean Thomas and Monica Barricarte will present on current Central Coast groundwater issues at the CCVT Project Update and Water Quality tailgate at Pomar Junction Vineyard in Templeton, California, on March 17, 2009. For more information, please visit [www.vineyardteam.org/calendar](http://www.vineyardteam.org/calendar) or call Kira at 805.369.2288.*

Guidelines for Well Water Constituents for Ag Suitability

pH	Water pH	The normal range is 6.5 - 8.4. Water with a pH above 7 increases the threat to fertilizer precipitation and potential drip line plugging.
ECw	Electrical Conductivity in water	Levels below 0.5 - 0.6 may reduce water infiltration. Levels above 1.7 can cause 10% yield reduction in grapes.
Ca & Mg	Calcium and Magnesium	Used for determining plugging problems with neutral fertilizers and drip irrigation. Above 15 and 10 meq/l, respectively, levels are high.
HCO <sup>3</sup> & CO <sup>3</sup>	Bicarbonates and carbonates	A significant bicarbonate hazard exists in the range of 5-8 meq/l, a severe hazard exists above 8 meq/l. The higher the bicarbonates, the higher the tendency to precipitate inside the drip lines.
NO <sup>3</sup> -N	Nitrate-Nitrogen	Multiply values by 2.7 for pounds of nitrogen applied with each foot of irrigation water. NO <sup>3</sup> levels over 30 ppm are considered high, below 5 ppm is low.
B	Boron	Above 0.5 - 0.75 ppm is the range for increasing problems from boron toxicity in grapes.
Fe	Iron	Levels above 0.4 ppm are high and may result in precipitation upon chlorination. In some situations, problems may occur at levels of 0.2 and up. Mn (manganese) can also cause an encrusting problem.

# Craig Winn

## Laetitia Vineyards



### 1. What brought you to Laetitia?

I grew up on the Central Coast. I went to UC Irvine and then worked for the Department of Agriculture at Fresno State. After graduation, I went to Sonoma for about 12 years and worked for Gallo. I spent most of my spare time, though, riding my Harley motorcycle back and forth from Sonoma to the Central Coast. I knew I wanted to come back here eventually.

### 2. What does sustainability mean to you?

Sustainability means choosing an ethical way of farming. It's about observation and expression. It directly reflects my moral and personal beliefs. It's about utilizing current knowledge and protecting future generations. It's about being responsible.

### 3. What has been your biggest challenge and greatest accomplishment with certification?

My biggest challenge has been actually farming sustainably. You have to follow through. My greatest accomplishment is being able to visually observe change. You can physically see the plants positively react to farming sustainably.

### 4. What advice do you have for growers thinking about becoming certified?

Get organized! Create spreadsheets and empower your employees. Increase your awareness. The actual document is critical because it creates attention to stewardship.

### 5. Have you noticed an increasing demand for sustainable wines?

In reality, our winemaker came back after doing promotions and the overwhelming questions were about sustainability. It's a huge concern with consumers and farming this way has allowed us to get into hard-to-reach markets like Florida. Essentially, being sustainable increases desirability.

### 6. You have a unique weed control method...

We have about 200 goats and sheep that we use for weed management. They've been around for four years now. They eat around the block borders and contain weed height. We rotate them throughout the ranch. Plus, we have Lucky the Llama to keep watch and protect them from the coyotes!

### 7. What do you like to do in your spare time?

I love sneaking out to surf. I also love skiing with my family, kayak fishing, and riding my Harley.

## SIP™ CERTIFICATION

### IS THE SIP™ CERTIFICATION PROGRAM LIMITED TO CENTRAL COAST VINEYARDS?

Based on input from our members and stakeholders over the last five years, we decided to **not** limit the program to Central Coast operations to allow for the greatest flexibility among program participants. The purpose of the Certification Program is to promote the adoption of sustainable vineyard practices and provide the opportunity for marketplace recognition for SIP™ Certified vineyards.

### NOW ACCEPTING APPLICATIONS FOR 2009 VINEYARD CERTIFICATION.

Visit [www.sipcertified.org](http://www.sipcertified.org) to download program information or call Jill Whitacre at **805.369.2288**. CCVT and our growers are proud of the robust and comprehensive nature of the Sustainability in Practice (SIP) Vineyard Certification Standards. The standards require significant documentation and whole farm system management integration. CCVT considers the standards a "living document", meaning as science, technology, and research developments become available the standards will evolve over time.



# 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

## 2009 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.

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- Eric Davidian**  
Firestone Vineyards
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- Mitch Wyss**  
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