



CENTRAL COAST VINEYARD TEAM

FALL 2008

SUSTAINABLE AG EXPO

November 13-14, 2008

www.sustainableagexpo.org

GREEN WINE SUMMIT

December 1-2, 2008

www.greenwinesummit.com

**INTERNATIONAL BEER,
WINE, AND SPIRITS EXPO**

February 14, 2009

www.beerwineandspiritsexpo.com

**EARTH DAY FOOD &
WINE FESTIVAL**

April 18, 2009

www.earthdayfoodandwine.com

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Paso Robles, California 93446
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www.vineyardteam.org

EXECUTIVE DIRECTOR'S REPORT

As we head towards the end of 2008, we are proud of this year's accomplishments and are excited about the New Year.

Sustainability in Practice (SIP)[™] Certified

With diligent assistance from Chip Sundstrom (independent auditor), tireless effort of CCVT staff, and significant energy from our pilot growers, we now have a solid infrastructure, standards, and procedures in place for a transparent and substantive certification program. In addition, the pilot growers agreed that the process was educational and improved communication within their organization. And to top it off, we quickly learned that our program is quite newsworthy and are very pleased with the recognition that CCVT and the pilot growers received.

Shifting: From PPS[™] to the Certification Standards for Self Assessment

For those of you wanting to continue your annual self-assessments, we will be offering workshops to facilitate these assessments using our new certification standards. Like the Postive Points System (PPS)[™] for self-assessment purposes, growers can go through the document and answer yes or no to each question. It's a bit bittersweet because we are phasing out the PPS[™] which has been an amazing foundation for our work since 1996. We are replacing it with our new standards which expand and improve content. We are proud of the document and are confident that it will be an excellent tool for growers to identify their areas of strengths and weaknesses in their farming operations. For those interested in eventual certification, this is a great opportunity to familiarize yourself with the document and identify the documentation necessary for certification. For ag waiver requirements, we are working closely with the Regional Water Quality Control Board to recognize the standards as a farm plan.

Broader Communications Strategy

Looking forward with a solid certification program in place, CCVT staff will have a strong presence at many new events (see side bar). Similarly, we are launching a companion website www.sipthegoodlife.org, which will be consumer and trade friendly. We encourage visitors to engage with our events, join our community member program, and purchase wines made with certified sustainably grown grapes. Complete with a blog, grower stories, and editorial content on sustainable lifestyle issues, the companion site will be an important tool as we reach broader audiences.

Membership

Remember that your membership dollar is critical for us to match our grant dollars. We are offering improved and distinct benefits for grower, winery, and associate members. Plus we're adding a community and business member option to allow non-industry folks a way to support our mission. Our membership fees are quite competitive and, as an organization, we are diligent in effectively leveraging these dollars.

15 Year Anniversary

It's true; first meetings of the "Central Coast Natural Vineyard Team" occurred in 1994. We have grown our programs and membership, continued to meet farmers' needs, and are recognized as a leader in the sustainable ag movement. We thought it would be fitting to host a celebration (something more elaborate than our member luaus) and we will be inviting back many of our founders to join us for this milestone event.

2009 CCVT Calendar Coming Soon!

Don't wait, reserve your copy today at www.vineyardteam.org.

Out of space and out of time again, that will do it for me. Have a successful harvest and a restful holiday season. Don't forget to watch for my upcoming article in [Wine Business Monthly!](#)



Ridge Vineyard
Photo Courtesy of Caleb Mosley

CENTRAL COAST VINEYARD TEAM LAUNCHES SUSTAINABILITY IN PRACTICE (SIP)[™] VINEYARD CERTIFICATION PROGRAM

Remember -

Growing season for certification is from December 1 to November 30.

Growers interested in receiving certification for 2009 season should review the standards.

Contact the CCVT office to initiate the application process.

After almost four years of research and development spent creating a set of sustainable vineyard practice standards, the Central Coast Vineyard Team is proud to announce that we are in the final stages of the pilot program to certify wine grapes grown with sustainable practices.

The pilot program kicked off in May with thirteen vineyard managers and owners along with CCVT staff gathering at the D'Anbino Cellars tasting room to review the program and the process they would be undertaking over the course of the next six months. Since May, the pilot growers have been verifying and documenting their practices in accordance with the Draft Standards for Sustainably Grown Wine Grapes. In July and August, the growers were audited by Chip Sundstrom, FJS Consulting, a third party auditor, who verified grower compliance with the standards. The audits included an off-site documentation audit and an on-site grower interview and property inspection.

In September, after the audit reports have been reviewed and approved by the Certification Advisory Committee (CAC), the pilot growers will receive notification of whether or not they have achieved certification. The CAC is comprised of independent government, academic, and industry professionals with agricultural expertise, professional experience with inspections and audits, and commitment to program integrity.

The Vineyard Team is enthusiastic about the Certification Program and the opportunity for growers to be able to make an authentic, verified claim regarding the sustainability of their vineyard operations. The Standards consists of 97 pages of whole farm practices and includes the following ten chapters:

- Conservation and Enhancement of Biological Diversity
- Vineyard Aquisition/Establishment and Management
- Soil Conservation and Water Quality
- Water Conservation
- Energy Conservation and Efficiency
- Air Quality
- Social Equity
- Pest Management
- Continuing Education
- Fruit Quality

Q: What does a grower need to do to attain certification?

A: The grower must complete the Certification Standards and document all his/her practices. The Standards are comprised of Requirements and Management Enhancements. Requirements are practices that must be achieved to be certified. Management Enhancements (ME) are additional practices, building on the Requirements, which go above and beyond. ME are assigned various point values. The grower must achieve 50% of all available ME points, in addition to meeting all the Requirements to be certified. To view the full Standards, visit http://www.vineyardteam.org/certified_sustainable/standards_overview.php

Q: Is the Certification Program limited to Central Coast Vineyards?

A: No. The Vineyard Team and cooperating growers are proud that the Standards were developed on the Central Coast, but the program is not limited to Central Coast producers. CCVT owns the Standards and works primarily on the Central Coast, but the certification program is not limited regionally. This program is not branding the Central Coast or the Vineyard Team, but verifying sustainable vineyard practices.

Q: Where do I go if I want more information?

A: The Certification Program is outlined at www.vineyardteam.org including the full standards, a list of pilot growers, and staff contact information if you have questions. Interested parties can also contact the CCVT office at info@vineyardteam.org or 805-369-2288.

DEMONSTRATING AND EVALUATING BEST MANAGEMENT PRACTICES TO ENHANCE WATER QUALITY ON THE CENTRAL COAST

Gaylene Ewing, Project Technician, CCVT

In the Fall of 2007, five growers volunteered to work with CCVT on implementing practices that would improve soil conservation and water quality. CCVT staff worked with industry professionals, UC Cooperative Extension, and NRCS to determine the most suitable species for the demonstration sites based on slope, rainfall, and soil type.

CCVT staff visited demonstration sites monthly to photograph growth, determine percent cover, and note the overall suitability of a specific cover species for its intended use. A RUSLE (Revised Unified Soil Loss Equation) evaluation was completed on each site prior to planting, estimating in tons/acre/year the amount of soil that would be lost if no cover crop was planted. In the Spring of 2008, at the point of maximum growth, staff performed a RUSLE evaluation to determine the effectiveness of the planted cover.

Table 1 and table 2 below show details of the demonstration sites and the estimated amount of soil saved. According to these calculations, it costs about \$9.40 to save one ton of soil per year.

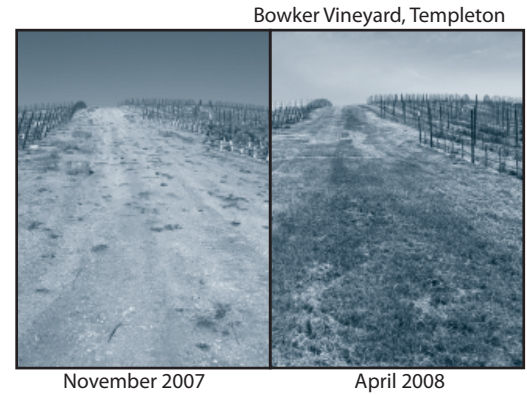


Table 1 - BMP demonstration site details on five Central Coast Vineyards

Vineyard	BMP	Plant/Grass	Application Rate (lbs/acre)	Planting Date	Cost/lb	Acres	Total Cost
Bowker Vineyard	Plant California Barley on bare road and cover with straw	California Barley	20 lbs / acre	11.26.2007	\$20	0.25	\$100
Faith Vineyard	Plant Creeping Wild Rye on bare road.	Creeping Wild Rye	25 lbs / acre	11.14.2007	\$21	0.62	\$325.50
Premiere Coastal Vyd	Plant Idaho Fescue on bare road and cover with straw	Idaho Fescue	12 lbs / acre	11.30.2007	\$15	0.4	\$72
Ridge Vineyard	Plant Zorro Fescue on bare road and cover with straw	Zorro Fescue	10 lbs / acre	11.7.2007	\$6.50	0.8	\$52
	Plant seed mix on south terraces and cover with straw	Persian Clover, Zorro Fescue	15 lbs / acre	11.7.2007	\$5.25	1.3	\$102.38
	Insectary cover crop on middle vineyard	Trefoil, Crimson Clover, Red Clover, Trikkala Sub Clover, Campeda Sub Clover, Clare Sub Clover, Persian Clover, White Clover, Prima Gland Clover, Creeping Red Fescue, Hard Fescue, Baby's Breath Elegance, Dwarf Cornflowers, California Poppy, Sweet Alyssum, Phacelia, White Yarrow, & Five Spot	11 lbs / acre	11.7.2007	\$10	3.8	\$418
Cal Poly Vineyard	Plant Six Week Fescue on bare road	Six Week Fescue	15 lbs / acre	12.10.2007	\$15	0.5	\$112.50
	Plant Annual Ryegrass on bare road	Annual Ryegrass	35 lbs / acre	12.14.2007	\$0.50	0.25	\$4.37
TOTAL						7.92	\$1,186.75

Table 2 - RUSLE evaluations for CCVT demonstration sites

Vineyard	BMP	RUSLE before BMP implementation (Tons/Year)	RUSLE after BMP implementation (Tons/Year)	Tons/Year saved
Bowker Vineyard	Plant California Barley on bare road and cover with straw	1.56	0.16	1.40
Faith Vineyard	Plant Creeping Wild Rye on bare road.	1.21	0.40	0.81
Premiere Coastal Vineyard	Plant Idaho Fescue on bare road and cover with straw	0.23	0.02	0.21
Ridge Vineyard	Plant Zorro Fescue on bare road and cover with straw	47.92	2.01	45.91
	Plant seed mix on south terraces and cover with straw	37.72	3.77	33.95
	Insectary cover crop on middle vineyard	20.16	0.14	20.01
Cal Poly Vineyard	Plant Six Week Fescue on bare road	21.80	0.28	21.52
	Plant Annual Ryegrass on bare road	2.53	0.20	2.33
TOTAL		133.13	6.98	126.14



THURSDAY, NOVEMBER 13TH

8 - 9 am Attendee Registration

Continental breakfast* in the Exhibit Hall

9 - 10:30 am Laws & Regulations Update: People, Pests and Purpose

Leonard Robinson, Chief Deputy Director, CA Department of Toxic Substances Control

Hot Topics in Ag Labor

George Daniels, Executive Vice President, Farm Employers Labor Service

LBAM: Program, Concerns, and Regulations

Dr. Robert Dowell, Director, LBAM Eradication, California Department of Food and Agriculture

10:30 - 11 am Visit Exhibit Hall

11 - 12:30 pm Simultaneous Seminars

Food Safety & Water Quality: Conflict, Compromise, and Conversation

Michael Cahn, Farm Advisor, UCCE

Kay Mercer, Executive Director, Santa Barbara Ag Coalition

Daniel Mountjoy, Resource Conservationist, Natural Resource Conservation Service

Joe Pezzini, Ocean Mist Farms and Board Chair of the Leafy Green Marketing Agreement

Trevor Suslow, Ph.D., Extension Research Specialist, UC Davis

Nursery & Floriculture

Minimizing Water Quality Impacts at Nurseries

Jay Gan, Ph.D., Professor & Dept. Chair, UC Riverside

Veriflora: Certified Sustainable Cut Flowers

Representative, Veriflora

Viticulture Research Update

New Developments in Sustainable Mite Management in Vineyards

Mel Stavrinides, Ph.D. Candidate, UC Berkeley

Near Infrared Spectroscopy & Differential Wine Grape Harvesting

Robert Wample, Ph. D., Chair, Department of Viticulture & Enology, CSU Fresno

12:30 - 1:30 pm Keynote Address Luncheon*

California and the Future of Food, Wine, and Community
Michael Dimock, President, Roots of Change

1:30 - 3:00 pm Simultaneous Seminars

Food Safety & Water Quality: Conflict, Compromise, and Conversation Continued

Speakers listed above

Taking Action: Water Monitoring & Pump Energy Evaluations

The Importance of Understanding, Interpreting, and Acting on Pump Efficiency Tests

Pete Canessa, Irrigation Specialist, Center for Irrigation Technology, CSU Fresno

Low Tech, Low Cost Soil Moisture Monitoring & Interpretation
Michael Cahn, Farm Advisor, UCCE & Craig Ficenech, Conservation Program Manager, ALBA

Certification Programs for Sustainable Agriculture

Brief History of Sustainable Certifications and the Protected Harvest Program

Dan Sonke, Doctorate of Plant Medicine, Senior Scientist, SureHarvest

Certified Sustainable by Food Alliance

David Vischer, CA Program Manager, Food Alliance

Certified Sustainability in Practice

Kris O'Connor, Executive Director, CCVT

3 - 3:30 pm Visit Exhibit Hall

3:30 - 5 pm Here Comes the Sun: Renewable Energy, Footprints, Lifecycles, and Credits

Renewable Energy Potential from CA Agriculture

Lynn Hamilton, Ph.D., Cal Poly State University, SLO

Monterey Fairgrounds
November 13 & 14 | 2008

agexpo
communities

Measuring Food Carbon Footprints Using Life Cycle Analysis
Gail Feenstra, E.D., R.D., Food Systems Analyst, Sustainable Ag
Research & Education Program

Carbon Credit Potential for Agriculture

Cynthia Cory, Environmental Affairs, California Farm Bureau
Federation

**5 - 7:30 pm Exhibitors' Showcase: A Wine and Hors
d'oeuvres Reception**

Guests are welcome to attend with Expo participants

FRIDAY, NOVEMBER 14TH

8 - 10 am Hot Breakfast* Simultaneous Seminars

**Dietary Guidelines for Plants: Smart, Cost Effective Nutrient
Management**

Agronomic, Economic, and Environmental Concerns -

Lowell Zelinski, President, Precision Ag Consulting

Hot Topics and Research Updates- Robert Mikkelson, Ph.D.,
Western Director, International Plant Nutrition Institute

**Nutrient Management Impact on Water Quality: Central
Coast Update -** Kirk Schmidt, Executive Director, Central Coast
Water Quality Preservation, Inc

Viticulture Research Update Continued

Breeding Rootstocks for California Vineyards - Andy Walker,
Ph.D., Professor of Viticulture UC Davis

**Vineyard Cover Crops and Tillage: Effects on Soil
Microorganisms and Functions -** Kerri Steenwerth, Ph.D.,
Research Soil Scientist, USDA/ARS, Dept. of V&E, UC Davis

**Influence of Soil Type and Changes in Soil Solution Chemistry
During the Growing Season on Vine Growth Parameters
and Grape and Wine Quality -** Jean-Jacques Lambert, Ph.D.,
Assistant Research Soil Scientist, Dept. V&E, UC Davis

10 - 10:30 am Visit Exhibit Hall

**10:30 - Noon Leading by Example: Sustainability
Initiatives in the Marketplace**

Chris Arnold, Chipotle

Representative, Whole Foods (invited)

Jeff Dlott, Walmart Sustainability Program Representative

Craig Moyer, Esq. Chair, Land Environment & Energy Division,
Manatt, Phelps, Phillips LLC

Noon - 1:30 pm SAE Adjourns

Continental lunch* in Exhibit Hall sponsored by Farm Supply
Company

**1 - 5:30 pm Succession Planning for California
Farmers & Ranchers****

Co-sponsored with California Farmlink

1 pm Registration (discount registration for Expo attendees)

1:15 pm Introduction to Succession Planning - Reggie
Knox & Steve Schwartz, California FarmLink

2:15 pm Family Farm Succession Tools: Nuts & Bolts
- Zad Leavy, Leavy & Jepsen, Estate Planning, Real Estate &
Business Law (invited)

**4:15 pm Family Communication Strategies:
Conducting an Effective Business Meeting**
Olivia Boyce Abel, Family Lands

3:15 pm Stakeholder Group Breakouts
Consulting (invited)

5:15 pm Wrap Up & Next Steps

Go golfing, walk on the beach, visit the aquarium and enjoy
beautiful Monterey, California!

*Meals included

**Additional fee required

REGISTER NOW

Questions? info@sustainableagexpo.org

**REGISTER NOW FOR BOTH EXHIBIT SPACE AND SEMINAR SEATS.
REGISTER EARLY AND RESERVE YOUR SPACE!**

**WWW.SUSTAINABLEAGEXPO.ORG
CALL AT 805.369.2288**

WHERE WE'VE BEEN...

We represent our members at industry events, wine festivals, and more!

Unified Grape and Wine Symposium, Sacramento

USDA Sustainable Agriculture Research and Education, Kansas City, MO

Cal Poly Wine Festival, Santa Margarita

Central Coast Winegrowing Association Meeting, Arroyo Grande

Barrels in the Plaza, San Luis Obispo

CERA Meeting, Templeton

Monterey County Vintners and Growers Association Trade Show and BBQ, Monterey

Sonoma Vit Tech Meeting, Santa Rosa

California Sustainable Winegrowing Alliance-Certification advisory committee, San Francisco

Wine Industry Financial Symposium, Napa Valley

Slow Food Nation Taste Pavillions, San Francisco

We continue to build towards our academic mission

Association of Applied IPM Ecologists Pest Management Conference, San Luis Obispo

University of California Cooperative Extension Vineyard Seminar, Monterey

We are active within our community

Business Expo, San Luis Obispo

Paso Robles High School Earth Day, Paso Robles

Water Fest 2008, Atascadero

CAL POLY CSA

The Cal Poly Organic Farm is now welcoming new members for the Fall/Winter season of its Community Supported Agriculture (CSA) Program. The 24-week season will begin on September 22nd and run thru mid-March. A shortened 12-week season is available. CPOF CSA members receive a weekly 'share' of the Farm's harvest along with a weekly newsletter detailing recipes for that week's produce and other announcements. Members choose between a large share, which is designed for a household of 3 to 5 people and available for \$26.50/week, and a small share, which is designed for a household of 1 to 2 people and available for \$20/week. Members may pick up their shares on Monday or Thursday at the farm or they may have their share delivered to a convenient drop-site location available countywide. In the Fall season, members may opt to pay an additional fee to participate in a "bread share" offering made possible through a partnership with Utopia Bakery in San Luis Obispo and Skipping Stones Bakery in Paso Robles. Support of the Cal Poly Organic Farm serves to provide educational opportunities in sustainable agriculture through the campus farm and network of local producers and consumers. For more information, please visit: www.calpolyorgfarm.com, e-mail: orgfarm@calpoly.edu or call: (805)756-6139.

OAK FOLLOW UP: LUFT VINEYARD UPDATE

In the fall of 2006, Central Coast Vineyard Team, along with vineyard owners, Karl & Sue Luft began an oak woodland rehabilitation project in Templeton, CA. Acorns were collected from a variety of trees located in close proximity to the Luft's property including Valley Oaks, Coast Live Oaks, and Blue Oaks.

First, 112 planting sites were mapped out and three acorns were planted at each site. Grow tubes were installed to protect the emerging seedlings and were sunk into the ground six inches to deter gophers.

In June 2007, CCVT, along with UC Cooperative Extension and The Native Tree Committee, hosted a tailgate at the Luft's property to focus on oak woodlands.

Now, two years after the original planting date, a young oak woodland is thriving. Karl & Sue Luft water the young trees with a half gallon of water once a month from May through September. Out of the 112 original planting sites, 87 sites contain successful young trees. The 25 remaining sites that did not yield an oak seedling were replanted in hope of future growth.

NEW AND RENEWING THANKS FOR YOUR MEMBERSHIP!

Colina Poca Vineyard

Diageo Chateau and Estate Wines

REC Solar

Robert Hall Vineyards

Reserve Vineyard Management

Turrentine Wine Brokerage, LLC

Airstrike Technologies

MEMBER HIGHLIGHT

Signe Zoller, Zoller Wine Styling

What is Zoller Wine Styling? What inspired you to take this venture?

Zoller Wine Styling is a standard invitation to learn to make wine hands on or have it custom made. It's a place for people with lots too small for most of the larger crush facilities. It's a starting place for aspiring winemakers who aren't ready for a full-blown commitment. The price is all-inclusive so that there are no unexpected costs. It includes fruit, barrels, processing, analysis, blending, bottling, packaging, and professionally designed labels. There will be a retail link in place very shortly so that we can get the wine beyond production into the retail arena.

You have been called a pioneer in California's wine industry, what is your proudest accomplishment?

I think my proudest accomplishment was being there with Chuck Ortman to see Meridian grow from hundreds of thousands of cases to over a million before I left. We solved a number of problems during those years: effectively dealing with endemic Botrytis in Chardonnay, instituting improved methods of protecting white wines from oxidation, curing Syrah fermentations with a tendency to stick, stepping up sanitation, among others.

As a winemaker, how does sustainability fit into your creation of a great wine?

My understanding of sustainability is that you replace - or more than replace - what you've taken from the earth's resources. Wine in moderation returns health to the population in the form of antioxidants that are among the most abundant in the food category. We take perishable fruit and turn it into a non-perishable, elegant beverage that contributes to our quality of life. We use tiny little microbes as the engine to accomplish this feat. They require no energy except grapes to affect this remarkable conversion of sugar into alcohol and other by-products that make wine so complex.

What motivated you to become an associate CCVT member?

I became a CCVT member simply because the group's goals align with my own. There is an ever-growing population sharing an ever-diminishing bank of resources. We all need to participate in earning interest on those reserves.

When you are not crushing or bottling, how do you like to spend your free time?

I spend almost all of my free time working for the Boys and Girls Club of North San Luis Obispo County. We can serve only 80 to 90 kids right now. I want to see us grow, make a bigger positive impact on this community and sustain a vital, productive, contributing group of community members. Our kids - what better resource can you find in which to invest for sustainability?



Signe Zoller is the President and lead winemaker of Zoller Wine Styling.

LOOK WHO'S WORKING AT CCVT!

Kira Costa

Outreach and Education Coordinator

Kira graduated Magna cum Laude from Cal Poly in 2008 with a Bachelors of Science degree in both Business Administration and Wine and Viticulture. Her work with the Vineyard Team began in 2005-2006 when she analyzed pesticide trends in California and assisted with numerous CCVT technical and community outreach events. Before coming back full-time, Kira gained experience at Gallo of Sonoma where she designed, implemented, and analyzed a six month study on cane-pruned Bordeaux varieties and the effects of under-developed shoot growth on fruit and wine quality. With Kira's free time, she stays active training for marathons, surfing, mountain biking, and playing with her dog, Luna. Her favorite things in life are the sun, the Central Coast, food and wine, and traveling.

Anne Michul

Communications Assistant

Anne is a third year journalism student at Cal Poly. She is working towards a Bachelors of Science degree in Journalism - Public Relations and a double minor in Agriculture Communications and Wine and Viticulture. Anne is currently interning at CCVT. Before joining the Vineyard Team, Anne lived and worked in St. Helena, located in the Napa Valley, as a field technician for Beckstoffer Vineyards and as a ranch hand for Long Meadow Ranch. In her spare time, Anne enjoys going to baseball games, barbecuing with friends, playing volleyball, kayaking in any body of water, and camping. She also loves traveling, speaking Italian, and visiting her family.

CENTRAL COAST VINEYARD TEAM

OUR MISSION

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.

OUR VALUES

Conservation - Integrity - Sharing - Learning - Innovation

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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.

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

ADDRESS SERVICE REQUESTED

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