

CCVT



CENTRAL COAST VINEYARD TEAM

WINTER 2008

EXECUTIVE DIRECTOR'S REPORT

Kris O'Connor

UNIFIED WINE AND GRAPE SYMPOSIUM

January 26-30
www.unifiedsymposium.org

AAIE CONFERENCE

February 1-2
www.aaie.net

LIVERMORE VALLEY GRAPE EXPO

March 10
www.lvwine.org

EARTH DAY FOOD & WINE FESTIVAL

April 18
www.earthdayfoodandwine.com

SUSTAINABLE BRANDS CONFERENCE

May 31-June 4
www.sustainablebrands09.com

835 12th Street, Suite 204
Paso Robles, California 93446
tel. 805-369-2288
fax. 805-369-2292
www.vineyardteam.org

10 Years After: More Than Just a Vintage Rock Band

November officially marks my 10 year anniversary since I started my "half-time" contract with the Vineyard Team. With some teaching and research experience at Cal Poly, assorted contract work, and a text book to my credit, the Team's founders went out on a limb, gave me the nod, and entrusted me with doing "something" with the group. Although looking back, I'm not sure anyone really knew what that "something" would be.

Within my first two weeks, I had my first outreach assignment, the American Vineyard Magazine Grape Expo held at the Paso fairgrounds. Without a logo, business card, or address and working out of my home, I assembled our first set of handouts and a poster based on the very little that I knew about the group at the time. I ventured off to meet the wonderful farmers of our local industry, many of which would become members of the Vineyard Team.

Not long after that, we had our first Tailgate Meetings (on the use of compost) at Whitehills, J. Lohr, and Morgan Vineyards. Again, it was a total experiment that turned out to be very well received. Since 1999, we've had 115 tailgates reaching 2500 people. We've grown our outreach to include workshops, equipment demos, presentations, booths, tours, and, of course, the day-long meeting which later evolved into the Sustainable Ag Expo.

Back in those days, I did individual interviews for growers' Positive Points System (PPS) evaluations. I drove up and down the region meeting with various managers, in their offices and trucks, collecting PPS data. I never imagined that some day we would hold PPS workshops and collect 320 evaluations in one year alone. (And quite frankly, I'm guessing that the founders are all pleasantly surprised at the robust growth of the group and its programs.)

Websites, pesticide analyses, legislative tours, grant writing, research and demonstration – every new challenge and opportunity was a first for both me personally and the organization. To say that all of this growth was a stretch would certainly be an understatement; but our culture has always been about pushing the envelope on many levels. 3200 acres certified sustainable for our pilot year and record attendance for our unique Earth Day Food & Wine Festival – we continue to be ambitious in finding creative and relevant ways to advance our mission and serve the industry.

Well I could go on and on, but you get the idea. The founders have since sent in their replacements, and now the replacements are sending in the next generation of Board leaders. And we're fortunate to have a strong, committed staff that rise to each challenge and opportunity. The dedication and united vision of our board and staff can not be underestimated – we would not have grown and sustained our programs without their unique contributions.

So thank you for indulging me on my trip down memory lane and don't forget that 2009 marks the 15th anniversary for CCVT. It will be interesting to see what the next 15 years will bring.

MEMBERSHIP

Support sustainable winegrowing

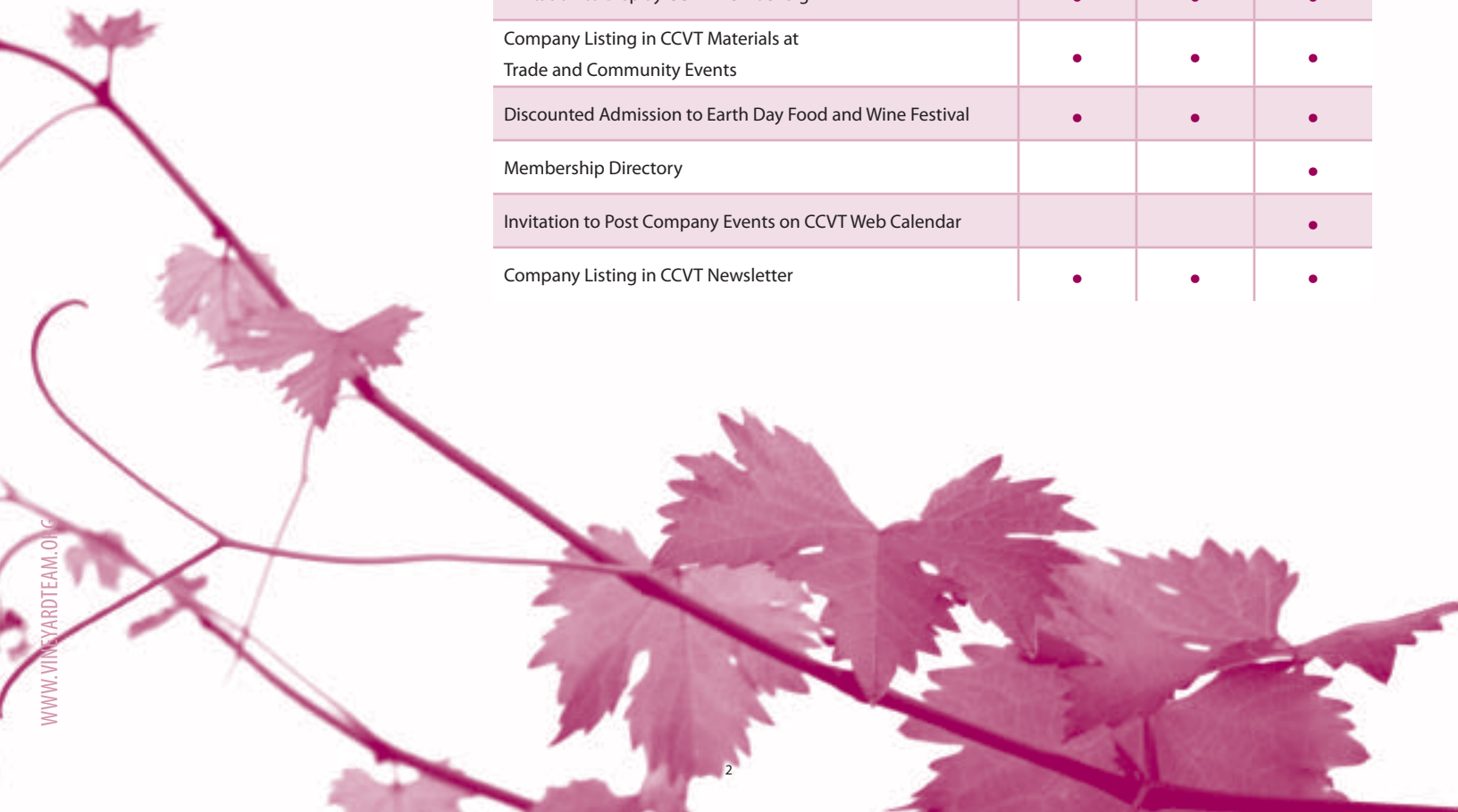
In 2009, CCVT commemorates 15 years of grass-roots dedication to researching and promoting sustainable winegrowing in California while actively representing our members to the community through our ambitious outreach calendar.

In celebration of its 15th year and our ongoing efforts to provide substantial value for our members, we have expanded our unique benefit package. 2009 members will receive many educational and promotional benefits for grower, winery, and associate members.

Memberships received before January 31 will receive a complimentary copy of the 2009 CCVT Wall Calendar.

Membership forms are available online at www.vineyardteam.org

Member Benefit	Grower	Winery	Associate
Complimentary Admission to Vineyard Tailgate Meetings	•		•
Discounted Admission to Hospitality Training	•		
Complimentary Admission to Hospitality Training		•	
Discounted Admission to Vineyard Tailgate Meetings		•	
Complimentary Processing of Farm Plan/Self-Assessment	•		
Discounted Continuing Education Documentation Reports	•		
Discounted Admission to Expo	•	•	
Complimentary Admission to Member Luau	•	•	•
Exclusive Invitation to Pour at Earth Day Food and Wine Festival		•	
Discounted Vendor Fee for Earth Day Food and Wine Festival			•
Discounted Vendor Fee for Sustainable Ag Expo			•
Winery Listing and Link on "Drink Member Wines" Page		•	
Vineyard Listing and Link on Member Page	•		
Company Listing and Logo on			•
Invitation to Display CCVT Member Sign	•	•	•
Company Listing in CCVT Materials at Trade and Community Events	•	•	•
Discounted Admission to Earth Day Food and Wine Festival	•	•	•
Membership Directory			•
Invitation to Post Company Events on CCVT Web Calendar			•
Company Listing in CCVT Newsletter	•	•	•



CERTIFICATION

Now Accepting Applications for 2009 Vineyard Certification



Great wines.
Healthy vineyards.

With over 3200 acres certified for the pilot year, we are now accepting applications for the 2009 season. The **Information Package** and **Certification Standards** are available online at www.sipcertified.org (which redirects you to the certification pages of the Vineyard Team website).

In order to apply, growers must complete the application form and non-disclosure agreement (found in the information package) and return with the application fee to our office. Early application ensures that program staff can adequately assist you in the standards documentation.

Remember, the 2009 certification season is from December 1, 2008 to November 30, 2009, so pay special attention to the requirements which need to be in place for the program cycle (the prohibited material list can be found at the end of the Standards).

Congratulations to the following vineyards receiving certification:

- | | | |
|------------------------------|-----------------------------|----------------------------|
| Ampelos Cellars | Hilliard Bruce Vineyard | Pomar Junction Vineyard |
| Castoro Cellars | Jackson Family Wines | Robert Hall Winery |
| D'Anbino Vineyards & Cellars | Laetitia Vineyards | Saucelito Canyon Vineyards |
| Hahn Estates | Paragon & Firepeak Vineyard | Wolff Vineyards |
| Halter Ranch | Paraiso Vineyards | |

Remember each of these vineyards have certified fruit that is qualified to go into a bottle of wine. We are now accepting winery applications for those developing a wine program using 2008 certified fruit. Please refer to the Information Package for wine program details. For more information, contact Kris O'Connor at kris@vineyardteam.org or via phone at 805-369-2288.

2009 OUTREACH SEASON

Pruning Diseased Vines & Frost Protection

December 16, 2008
J. Lohr Wine Center, Paso Robles

Pruning Diseased Vines & SIP™ Certification

December 17, 2008
Ridge Vineyards, Cupertino

Get in the Know: SIP™ Standards Self-Assessment

January 13, Castoro Cellars, Templeton
January 14, Pessagno Winery, Salinas
January 20, Laetitia Vineyards, Arroyo Grande
January 21, Firestone Winery, Los Olivos

Fertilization Management and Falconry Demo

February 25, Location TBA, Paso Robles
February 26, Scheid Vineyards, Greenfield

Water Quality and CCVT Project Update

March 10, Pomar Junction, Templeton

Irrigation Efficiency and Management

March 25, Premiere Vineyards, Santa Maria
March 26, Clos Pepe Vineyards, Lompoc

Sustainability in the Tasting Room

March 31, Location TBA, San Luis Obispo County
April 1, Location TBA, Monterey County
April 2, Location TBA Santa Barbara County

For more information or to RSVP for an event, please visit www.vineyardteam.org/calendar or call Kira at 805.369.2288.

SELF ASSESSMENT WORKSHOPS

Using the Sustainability in Practice™ Certification Standards

Completing a self-assessment using the new Standards are a great way to familiarize you with the document and assess your management practices. With new chapters and expanded content, these will replace the Positive Points System workshops. Not only will the self-assessment help you meet the requirements for the new Ag Waiver, but the process will help those considering certification.

SAVE THE DATE!

2009 Sustainable Ag Expo
November 19 & 20

sustainable ag expo

"The SAE has been one of my can't miss events for the past three years. The program was up-to-date, informative, and, above all, relevant. CCVT brings together a diverse group of speakers and vendors who represent the best of what's available in sustainable agriculture."

Paul Crout, Farm Supply Company

"The SAE was a well organized and very enjoyable event that allowed the Barn Owl Box Company to make a number of important contacts in our efforts to spread the word about our new innovative barn owl box for rodent control. Thanks for your good work!"

Mark Browning, Barn Owl Box Company

"The sessions I attended were all informative and I enjoyed being able to spend time, one on one, with the presenters at the end of the session. Looking forward to 2009."

Chris Couture, Chequera Vineyards

"[Exhibiting at the SAE] gave us a good opportunity to meet with managers that were interested in sustainable agriculture."

Rich Dennis, EP Aeration

"My experience at the SAE was well beyond my expectations! I met a variety of vintners who were interested in using my bird abatement falconry program on their vineyards next season."

Brad Felger, Airstrike Technology

EVENT RECAP

The 4th Annual Sustainable Ag Expo was held on November 13th and 14th at the Monterey County Fairgrounds. The Expo, which highlights healthy farms, healthy environments, and healthy communities brought together over 350 researchers, consultants, vendors, regulatory agencies, and growers from around the country.

The 2008 program featured several presentations on food safety and water quality, viticulture research, nutrient management, pump efficiency and monitoring, alternative energy and renewable resources, sustainability initiatives in the marketplace, and more. There were also break-out sessions in which participants had the opportunity to attend seminars according to their specific needs and interests.

For 2008, we were proud to have Michael Dimock, former chairman of Slow Food USA and current executive director for Roots of Change (ROC), a collaborative of diverse leaders and institutions unified in common pursuit of achieving a sustainable food system in California by 2030 (www.rocfund.org). Dimock spoke on California and the Future of Food, Wine, and the Community. He addressed the importance of the agriculture community in proactively engaging non-ag stakeholders. Because after all, everyone is a stakeholder in the food system.

This year's participants represented over 20 different commodities including winegrapes, leafy greens, beef cattle, ornamentals, safflower, canola, berries, avocados and walnuts! Although California may boast the highest number of Sustainable Ag Expo attendees, there were people from as far away as Virginia and even Brazil.

The trade show featured over 50 companies including solar energy, certification programs, tractor and electric ATV demos, nurseries, irrigation management systems, organic fertilizers, insectaries, weather stations, and many, many more. Thursday evening's Exhibitor's showcase, which featured sustainable wines and hors d'oeuvres, was an event favorite for many and an opportunity for vendors and attendees to network in a professional, yet fun and relaxed atmosphere. We were pleased to have Congressman Farr, Supervisor Salinas, and several Monterey County planning staff join us for the showcase.

The 2009 Sustainable Ag Expo will be held November 19-20, 2009 in San Luis Obispo County. Please contact Kira Costa at 805.369.2288 or email kira@vineyardteam.org for more information. For a complete list of vendors, or to view presentations from the 4th Annual Sustainable Ag Expo, please visit www.vineyardteam.org/resources/presentations.php.

**THANK YOU 2008
SUSTAINABLE AG
EXPO SPONSORS**

California Organic Fertilizers, Inc
Sure Harvest Helena Chemical
Gonzales Irrigation Systems
Farm Supply Company

On Target Spray Systems
Marc Goodwin Insurance
Monterey Ag Resources
Flame Engineering

American Ag Credit
Whole Foods Market
East Bay M.U.D.
Wise Solutions



2009 CCVT SUSTAINABLE VINEYARDS WALL CALENDAR IS HERE!

Order your calendar online at www.vineyardteam.org or call Gaylene at 805.369.2288.

- Award-winning photography of beautiful Central Coast vineyards!
- Educational piece provides information and timing for a variety of practices!
- Great gift idea for family, friends, colleagues, and clients!
- Available in time for the Holidays!



EARTH DAY FOOD & WINE festival



Saturday, April 18, 2009 - Santa Margarita Ranch - California's Central Coast

CELEBRATE WITH EARTH-FRIENDLY CUISINE & SUPPORT SUSTAINABLE FARMERS FROM 2:00 - 5:00 P.M.

"What a great day at the ranch! Congratulations to you and the whole staff for a well organized and successful event. We enjoyed our sponsorship and hope to be involved again. We provided a lot of information to guests and vendors alike."

Barrie Cleveland,
California Winery Advisor

"Just wanted to thank you for all the hard work you put into this event as well as everyone else with CCVT. You guys did an awesome job and the event was absolutely wonderful. It was actually very amazing for Candlewealth."

Becky Hallett,
Candlewealth International, Inc.



SPONSORSHIP OPPORTUNITIES

In 2008, there were over 2M impressions through print, radio, television and online promotions. We have developed a strong Sponsorship program that provides publicity for its sponsors through event advertising, press coverage, and a variety of promotions and will maximize sponsors' exposure as environmental and community leaders. The sooner you commit as a partner, the more promotions you'll receive!

Visit www.EarthDayFoodandWine.com and contact CCVT at 805.369.2288 ext. 5 or email vendor@earthdayfoodandwine.com.

"I've been attending wine and food pairing activities for more than 25 years (including our own Wine Classic), and I have to say quite literally ...Yours is the Best!"

Guy Rathbun, KCBX

"This is just a note to say how wonderful the Earth Day Food & Wine Festival was. All my friends couldn't stop thanking me for bringing them. This is one of the best events I have attended!"

Barbara-Jo Osborne, attendee



TICKET DISCOUNTS

We invite you to join us for the Earth Day Food & Wine Festival and to take advantage of a limited time discount available only to CCVT members (and any of your friends you may tell!).

Act now and **Buy 3 Get 1 Free** General Admission ticket – that's a price of only \$56 per ticket! To take advantage of this limited time offer, use coupon code CCVT.



CWA
CALIFORNIA WINERY ADVISOR.COM

Proud to be a partner with CCVT providing detailed winery information on hundreds of California wineries!

1241 Johnson Ave. #230
San Luis Obispo, CA 93401
805.543.1363

GROWER INTERVIEW



Erin Amaral

Pacific Vineyard Company

1. How did you get your start in the wine industry?

I was [a student] at Cal Poly and a bunch of my friends were taking Viticulture classes. I was in line to become a pest control advisor, but I decided to try a viticulture class. I got hooked. It was a different cropping system than I had grown up with, and it intrigued me. I changed my focus and fought for an internship with Pacific Vineyard Company. When my internship ended, I got a full-time job and never left.

2. Why is sustainability important to you?

It's really an all encompassing idea. Now there is an actual word associated with this style of farming; preserving the land for the future for others to enjoy. Simply watching some of the things in my own experiments has changed my mentality. I saw sustainability work with my own eyes. I saw flourishing in a variety in areas.

3. What does certification mean to you?

It's really just documentation for the mentality toward which we've already been shifting. We already farm sustainably, that's how we think. Certification is just a way to put it down on paper and confirm our practices.

4. What challenges did you face along the way?

The paperwork was the biggest challenge. It has made me a better organizer. It's a living document, so our organization is really a work in progress. Another challenge was vine mealy bug. However, we've been able to maintain it due to the many choices I have through sustainable farming.

5. What is your proudest accomplishment?

Completing the shift towards certification was huge. I don't think we actually realized we were going that route until the end. Everyone is very happy with the end result.

6. What do you like to do in your spare time?

I love to stay active. I enjoy hiking, surfing, snowboarding, skiing, biking, and playing soccer. During the summer months I bike the 10 miles to work. I don't like to sit around very much.

AG WAIVER UPDATE

The Conditional Waiver of Waste Discharge Requirements for Discharges from Irrigated Lands (aka The Conditional Ag Waiver) was adopted on the Central Coast by the Regional Water Quality Control Board (RWQCB) on July 9, 2004. Now, with over 350,000 irrigated acres in full compliance, stakeholders and the RWQCB have begun to plan the renewal process

for 2009. Drafting for a renewed Conditional Ag Waiver will begin in February and adoption of the waiver will take place in July 2009.

In the meantime, growers on irrigated lands need to make sure they have met the 2004 Ag Waiver requirements which include 15 hours of RWQCB accredited continuing education, completion

of a farm plan, and participate in a cooperative monitoring program. For more specific information on requirements and The Conditional Ag Waiver, visit www.vineyardteam.org/agwaiver.

CCVT offers many opportunities for growers in their efforts to comply with the Ag Waiver. Our 2009 continuing education

program is packed full of RWQCB accredited workshops and CCVT's knowledgeable staff is known to personally assist growers in compliance. Also, CCVT's new Sustainability in Practice SIP™ Vineyard Certification Standards can be used as a farm plan and is a great self-assessment tool helping growers implement sustainable farming practices.

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.

Don Ackerman
Foster's Wine Estates

Willy Cunha
Sunview Shandon

Eric Davidian
Firestone Vineyards

Chris Ferrara
Wild Horse Winery & Vineyards

Bill Hammond
Jackson Family Wines

Gregg Hibbits
Mesa Vineyard Management

Justin Perino
Scheid Vineyards

Linda Midkiff
Golden Oaks Vineyard

Steve Peck
J Lohr Vineyards

Anji Perry
J Lohr Vineyards

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

Executive Director's Report	1
Membership	2
Certification & Outreach	3
Sustainable Ag Expo	4
Earth Day Food & Wine Festival	6
Grower Interview	7

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.

Address Service Requested



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