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2011

LODI WINEGRAPE COMMISSION

— NEWSLETTER —

ADVANCING LODI IN THE WORLD OF WINE

## CHAIRMAN'S REPORT

- JOE VALENTE, LODI WINEGRAPE COMMISSION CHAIRMAN

As we prepare for the upcoming growing season, we will unfortunately have some new and old challenges. At one point, it seemed like we were going to have above average rain fall. That changed quickly with the dry spell after the first of the year. We also, again will face the challenges of invasive species, such as the Light Brown Apple Moth, vine mealy bug, and of course, the European Grape Moth. By finding just two European Grape Moths prior to harvest last fall, it affected not only growers, but also truckers, and wineries. Unfortunately, we will have to deal with this pest again this year.

As far as the Lodi Winegrape Commission, our board, committees, and staff have been very creative in presenting new ideas for the LWC. One of the areas that we are focusing on is how do we communicate with our growers. One way is by providing your contact information and e-mail. We will be willing to provide you with the second edition of our grower's workbook at no charge. In the near future, we will be providing all growers with an updated Vineyard Supplier Directory. For those of you who are not receiving the daily weather forecast updates via e-mail, please contact the LWC



for further information. We will continue working on current research projects such as the potassium research project, the owl box project, and presenting an update on the vine mealy bug project. The LWC will continue to work closely with Paul Verdagaal, our San Joaquin County Viticulture Farm Advisor, on new research and information.

On the marketing side of the Commission, throughout the district, there have been new directional signs installed to direct consumers to our local wineries. Our local wineries have been traveling throughout the state in

promoting Lodi wines, not only at tastings but also at judging events. For those of you who have not seen our new webpage, please go to [lodiwine.com](http://lodiwine.com).

The LWC has also been working with MeringCarson, a marketing firm, on a new advertising and marketing campaign. This will enable the LWC to market Lodi with an updated marketing message to promote winegrapes and wines throughout District 11.

With each season brings a new challenge; but as in the past, agriculture has always been able to adapt to these challenges.

LODI WINEGRAPE COMMISSION VISION STATEMENT:

*“Lodi is known as one of the world’s finest wine regions and a tourist destination that fulfills the increasing demand for Lodi appellation wine and wine grapes, thus assuring long-term generational success for our family farms, wineries and community.”*

# TOP UK WINE WRITERS VISIT LODI

- MARK CHANDLER, EXECUTIVE DIRECTOR

A team of notable British wine writers toured the Lodi region March 2nd through the 4th. Leading the group was world renowned wine author and TV commentator Oz Clarke, who was joined by Tim Atkin (Master of Wine), Gabby Savage (Drinks Business), Rosie Davenport (On Premise News), Richard Siddle (Harper's Magazine) and Chuck Cramer (Cramer Consultancy). The visit was co-funded by the Lodi Winegrape Commission and Wine Institute.

While in Lodi the group visited multiple winery and vineyard sites, and tasted over 120 wines, from our traditional Lodi old vine Zinfandel to more recently planted Italian and Iberian varietals. One entire day was spent in the vineyards, learning grape growing from the ground up, and becoming familiar with our Lodi Rules Sustainable Vineyard Certification.

A highlight of the trip was a food and wine pairing dinner at the Bare Ranch featuring an array of Lodi wines paired with Alebrijes Bistro Chef Ruben Lazzorolo's Mexican cuisine. The non-traditional cuisine and wine matches were impressive. According to Oz Clarke "Mexican food is up and coming in Britain, but this is the finest Mexican meal I have ever had." He also enjoyed the camaraderie amongst the several Lodi vintners in attendance, observing "I don't know when I've had as much fun. If we were in France we would all be sitting around being stuffy." Lodi's legendary hospitality gained a few more converts that evening. Overall the guests were thrilled with the quality and range of wines produced in Lodi. We hope to see many stories on Lodi in the UK media in coming months.



Credit for the success of this visit goes to the many hosts who dedicated their time to give our guests a memorable experience. Thanks go to Michael David Winery (Mike, Dave, and Kevin Phillips), Kautz Ironstone Winery (John, Gail and Joan Kautz, Joe Valente, Pam Gravier and Steve Millier), LangeTwins Winery (Brad, Randy and Charlene Lange, David Akiyoshi), Delicato Winery (Bud Bradley, Alicia Ysais), Jessie's Grove Winery (Greg and Suzanne Burns), Bokisch Vineyards (Markus and Liz), Ripken Vineyards (Richard and Sue), Klinker Brick Winery (Steve and Farrah Felten), McKay Cellars (Mike and Linda), Macchia Winery (Tim and Lani Holdener), Vino Farms (Craig Ledbetter, Chris Storm), also Gary Patterson, Ernie Dosio, Kevin Delu, and Jim Moore.

## WEATHER ALERT SERVICE FOR LODI GROWERS

The Lodi Winegrape Commission recently added an exciting new alert feature to our local weather forecasting service provided by Western Weather Service. This new alert feature allows Lodi growers to set up any of the 14 local weather stations to notify them via email or text message when a specific weather threshold has been met. Frost alerts, heat notifications, wind speed, etc. are all just a few of the things that you can set up your neighborhood weather station to alert you. This service is free to all Lodi winegrowers and their employees. Please call Sherri or Stuart at the Winegrape Commission (209) 367-4727 to get set up with your personal alert service.

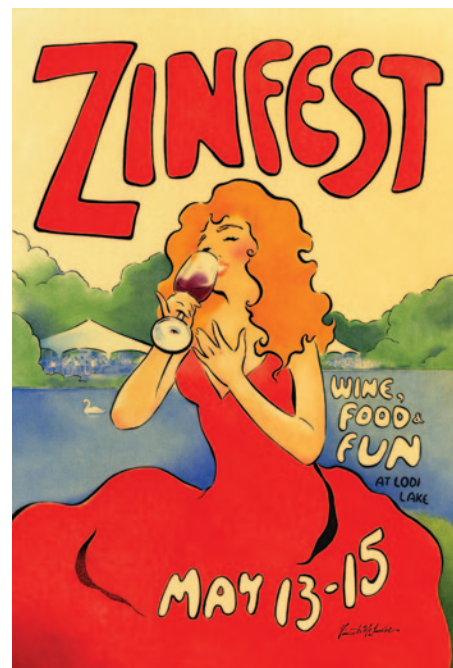
# ZINFEST 2011

- SHANNON HARBERT, MARKETING COORDINATOR

Plans are well underway for the 7th annual Zinfest scheduled for May 13-15, 2011 at Lodi Lake Park. This signature event has grown to become one of our leading promotional events throughout the year, and regularly attracts thousands of wine enthusiasts from across the country.

The weekend kicks off with classic down-home Lodi hospitality at the Vintner's Grille on Friday evening as guests enjoy Lodi's signature old vine Zinfandel paired with delicious wine country cuisine. Saturday's main festival continues to get better and better. This year, nearly 50 wineries will be showcasing a diverse selection of great Lodi wines, while guests indulge in an assortment of delicious food prepared by some of the region's leading restaurants. The cooking and wine schools continue to attract an ever growing audience while live entertainment from the main stage creates a fun-filled memorable atmosphere. On Sunday guests have the opportunity to embark on a self-guided tour as vintners host special activities and tastings in the intimacy of their cellars.

This large undertaking is not possible without the dedicated assistance of nearly 400 volunteers that annually help to ensure a great event. Please consider donating your time to assist in this effort. Contact the Winegrape Commission at (209) 367-4727. Tickets are on sale now at [zinfest.com](http://zinfest.com)!



## 2010 US WINE MARKET REVIEW - STUART SPENCER, PROGRAM MANAGER

The Gomberg Fredrickson Report recently published their 2010 Annual Review of the United States Wine Market pegging total wine shipments at 330 million cases for 2010, marking a record high for the industry. Total California wine shipments grew 2%, or 4.7 million cases, to approximately 242 million cases in 2010. Exports led the way, helped by a weakening US dollar, growing approximately 4.4%. Domestic shipments rose an estimated 1.5% to nearly 200 million cases.

Shipment growth was led by the large wine companies, particularly E&J Gallo and Trinchero Family Estates, both wineries experiencing very strong sales growth across various brands and price points. Value priced whites such as Moscato, Pinot Grigio, and Riesling saw tremendous growth while Chardonnay, by far the largest volume varietal, saw 4% growth on a very large base. Malbec continues to be the hot red variety predominately sourced from Argentina. Cabernet Sauvignon is the largest selling red variety and saw 8% growth in 2010 while Merlot, Syrah, and White Zinfandel all saw a decrease. Red Zinfandel grew 9% in food stores, but off a much smaller base. A new category of wines is emerging from the large wine companies aptly called "Sweet Red" and "Sweet White." These entry level wines are appealing to new wine consumers, and are hopefully helping grow the consumer base.

Bottled table wine imports saw a 7% growth in 2010, while bulk wine imports declined 20%. Total imports represent 32% of the US market. Much of the import market is being driven by US-based global wine companies developing and marketing foreign-sourced brands to the US market.

The Wine Market Council also issued their annual review of the US market in late January noting that per capita wine consumption has risen to 3.04 gallons. Core wine drinkers (those consuming wine at least once/week) has grown to 20% of the adult population, and they consume 91% of the wine sold in the US market. More encouragingly, this growth is being fueled by the younger generation, as they turn to wine as their alcoholic beverage of choice in record numbers.

CALIFORNIA WINE SHIPMENTS  
(IN MILLIONS OF 9-LITER CASES)

YEAR	CA WINE SHIPMENTS TO ALL MARKETS (U.S. AND ABROAD)	CA WINE SHIPMENTS TO U.S. MARKET	ESTIMATED RETAIL VALUE OF CA WINE TO U.S.
2010	241.8	199.6	\$18.5 billion
2009	237.1	196.7	\$17.9 billion
2008	239.8	196.3	\$18.5 billion
2007	233.5	192.3	\$18.9 billion
2006	227.1	188.4	\$17.8 billion
2005	224.1	185.6	\$16.5 billion
2004	219.4	180.1	\$15.0 billion
2003	207.6	175.4	\$14.3 billion
2002	195.2	168.7	\$13.8 billion
2001	188.9	162.8	\$13.4 billion
2000	187.5	164.9	\$13.0 billion
1999	186.4	167.0	\$13.0 billion
1998	181.9	161.9	\$12.0 billion

Excludes foreign bulk shipped by California wineries.  
Source: Gomberg-Fredrikson & Associates and Wine Institute.

# 2010 GRAPE CRUSH REPORT - STUART SPENCER, PROGRAM MANAGER

The Final Grape Crush report released on March 10th pegs the total statewide crush for 2010 at 3,985,907 tons down from 4,095,296 tons in 2009. The total statewide crush also includes table and raisin grapes that get crushed for wine or concentrate. Total winegrapes crushed in 2010 was 3,588,578 tons down from 3,703,301 crushed in 2009. Crush district #11 saw production decrease nearly 22% to 608,215 tons down from the record of harvest of 2009. The average price for grapes in Lodi rose almost 4% to \$474.18, while the statewide average for winegrapes fell approximately 6%.

Although production was down significantly in Lodi, many have suggested that this was balanced out by a larger crop in the southern valley. However, much of the gains came from the generic red varieties primarily used for concentrate, leaving the premium varieties of Chardonnay, Cabernet Sauvignon, and Merlot relatively short. Also, the combination of a weak US dollar, and a more balanced global wine supply, should create a strengthening market for Lodi grapes in 2011.

The final crush report is available at [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca).

## LEADING GRAPE VARIETIES (TOTAL TONS PURCHASED)

	2010	2009	2008	2007	2006
Zinfandel	141,518.90	168,172.50	138,595.10	157,594.90	127,850.00
Cabernet Sauvignon	99,186.40	116,642.00	75,997.00	95,699.60	104,849.00
Merlot	66,192.80	92,697.80	53,782.00	75,658.40	82,417.00
Chardonnay	123,578.50	166,946.00	112,435.50	124,828.30	104,894.00
Sauvignon Blanc	18,200.70	24,796.60	18,817.00	21,702.30	21,638.00
Petite Sirah	17,299.30	18,661.30	15,240.00	17,616.90	13,530.00
Pinot Gris	37,147.20	43,530.90	19,842.50	22,103.50	18,818.00
Syrah	16,592.60	22,366.00	14,889.60	17,238.30	16,294.00
Viognier	8,877.80	10,329.70	5,380.00	5,402.90	3,955.80
Pinot Noir	11,221.90	12,296.40	6,536.50	3,387.00	1,957.70
Generic Whites	9,053.30	13,730.90	12,862.30	16,542.50	15,009.00
Miscellaneous	26,172.80	39,762.30	26,321.00	29,608.90	27,146.40
<b>TOTAL</b>	<b>575,042.20</b>	<b>729,932.40</b>	<b>500,698.50</b>	<b>587,383.50</b>	<b>538,358.90</b>

## LEADING GRAPE VARIETIES (DISTRICT 11 AVERAGE \$/TON)

	2010	2009	2008	2007	2006
Zinfandel	\$ 444.13	\$ 434.31	\$ 469.07	\$ 428.32	\$ 463.83
Cabernet	\$ 510.99	\$ 497.31	\$ 487.08	\$ 336.11	\$ 367.15
Merlot	\$ 481.33	\$ 457.65	\$ 461.03	\$ 379.99	\$ 435.29
Chardonnay	\$ 450.64	\$ 433.38	\$ 495.17	\$ 397.48	\$ 431.92
Sauvignon Blanc	\$ 432.60	\$ 415.37	\$ 447.90	\$ 406.03	\$ 438.82
Petite Sirah	\$ 640.98	\$ 632.31	\$ 650.85	\$ 563.09	\$ 609.84
Pinot Gris	\$ 532.52	\$ 574.26	\$ 599.49	\$ 565.69	\$ 575.38
Syrah	\$ 438.31	\$ 437.81	\$ 450.08	\$ 357.85	\$ 406.83
Viognier	\$ 519.06	\$ 518.26	\$ 623.79	\$ 571.00	\$ 642.70
Pinot Noir	\$ 584.43	\$ 615.79	\$ 663.59	\$ 662.52	\$ 1,005.48
Generic Whites	\$ 249.43	\$ 248.66	\$ 251.72	\$ 200.00	\$ 215.31
Miscellaneous	\$ 474.18	\$ 457.95	\$ 482.57	\$ 398.16	\$ 428.41



WINE & CHOCOLATE GOLDEN TICKET WINNER:  
MIKE WOODS FROM MODESTO, CALIFORNIA

# 14TH ANNUAL WINE & CHOCOLATE WEEKEND

- COURTNEY THOMMEN, EVENT MANAGER

We recently celebrated the 14th annual Wine & Chocolate Weekend- a hugely successful event for Lodi Wine Country! Nearly 5,000 wine enthusiasts descended upon Lodi over Valentine's Weekend providing record sales for many local wineries. Visitors traveled from throughout Northern California and we saw guests from eleven states visiting Lodi over the weekend, staying in our hotels, and enjoying the great hospitality that Lodi is known for.

Thirty-nine wineries hosted live entertainment, food pairings, creative chocolate offerings, photography exhibits and educational seminars to enhance the wine tasting experience. A post event survey revealed that for 64% of attendees it was their first time participating in the event, and for 34% of attendees it was their first visit ever to Lodi Wine Country. An overwhelming 99% of attendees plan to return to Lodi for wine tasting in the future!

Partnerships with local hotels and restaurants encouraged out of town guests to make a weekend out of the event. Hotels offered discounted room rates and participating restaurants extended free corkage on Lodi wines during the weekend.

The event continues to be one of our most successful events for promoting the wines, winegrapes and wineries of Lodi Wine Country. Cheers to our community of vintners and growers who continue to make this event such a memorable and compelling experience!



GUEST COMMENTS:

"Overall – an excellent event!! Well coordinated and executed. The staff at all the wineries were helpful and appeared to be having as much fun as the attendees."

"I had an absolute blast! The best wine, the most friendly service, and the appetizers were a very nice touch! Way better than Napa. Will definitely come back next year!"

"We have never been to Lodi and didn't know what to expect but really enjoyed the event. We were very impressed by the wine/food/fun provided by each of the wineries we visited. Stayed at the Holiday Inn—very nice—and had dinner at Wine & Roses—excellent!"

"What a GREAT event. We live in Napa and this was my first time to Lodi Wine Country and I was impressed. Keep up the good work Lodi, California!"

# SAVE THE DATES:

## May 5th, 2011

### 18TH ANNUAL SPORTING CLAYS FUN SHOOT

Join fellow growers and vintners for the Lodi Winegrape Commission's 18th annual Sporting Clays Fun Shoot at the Birds Landing Hunting Preserve on Thursday, May 5, 2011. The Clay Shoot is a great opportunity to network with potential grape buyers and spend fun day with your fellow grape growers. Tickets are \$65/person and includes targets, lunch, and prizes. You will need a shotgun and 100 shells. RSVP by May 3rd to the Winegrape Commission (209) 367-4727.

## May 13-15th, 2011

### 7TH ANNUAL ZINFEST AT LODI LAKE

#### LODI WINEGRAPE COMMISSION

Crush District 11

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