



# Agritourism Summit

Stuart Spencer

Lodi Winegrape Commission

March 23, 2017

# Where We've Been

Lodi Winegrape Commission established in 1991 to promote the interests of Lodi grape growers, and to share with the world the unique qualities of Lodi-grown wine.



**Last chance for the Warriors** Page 14

**AMA proposes health care reform** Page 9

**Swindler may have bilked 200** Page 10

**U.S. troops protect Iraqi police** Page 20

**Tuesday**  
May 14, 1991

## LODI NEWS-SENTINEL

Established July 9, 1881      2 sections, 20 pages      35¢ per copy

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### Grape growers vote in commission

**By Ken Hanson**  
News-Sentinel staff writer

The state Food and Agriculture Department announced Monday that growers in the Lodi grape district voted to form a local grape commission.

The commission, based on state legislation passed in 1989, allows a local commission to impose a small tax on growers to raise money for grape promotion and research.

Lynn Horel, DFG senior agriculture economist, said 74 percent of district growers representing 80 percent of grape tonnage voted in favor of the commission. Some 58 percent of ballots mailed to district growers were returned before the May 3 deadline.

Based on the state law, these elections are based on both number of voters and tonnage produced by each voter. Voting is weighted slightly in favor of larger growers: An election passes either by favorable votes from 51 percent of growers representing 65 percent of grape tonnage, or by 65 percent of growers representing 51 percent of tonnage.

"I think it shows that the district is very interested in its livelihood, in it's future," said John Ledbetter, a member of the grower committee that promoted the commission.

It is the first grape commission ever in the Lodi area and one of the first local grape commissions in California. A statewide commission attempted in the 1980s wasn't successful.

Under the commission, district growers selling more than 25 tons of grapes a year will Turn to GRAPES, Page 8

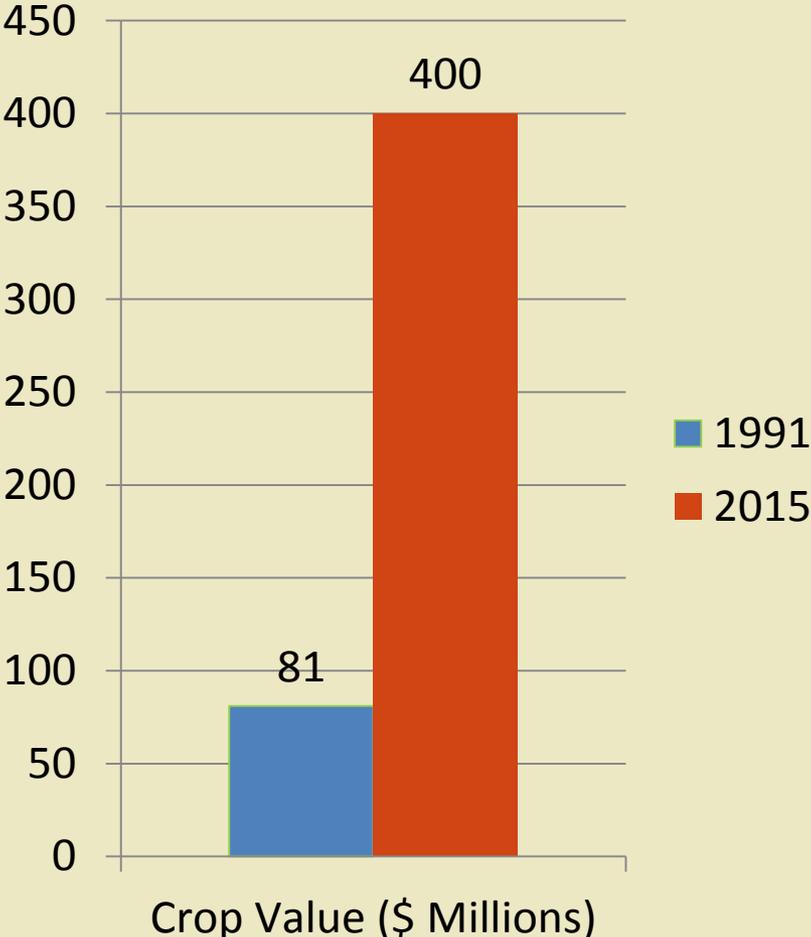
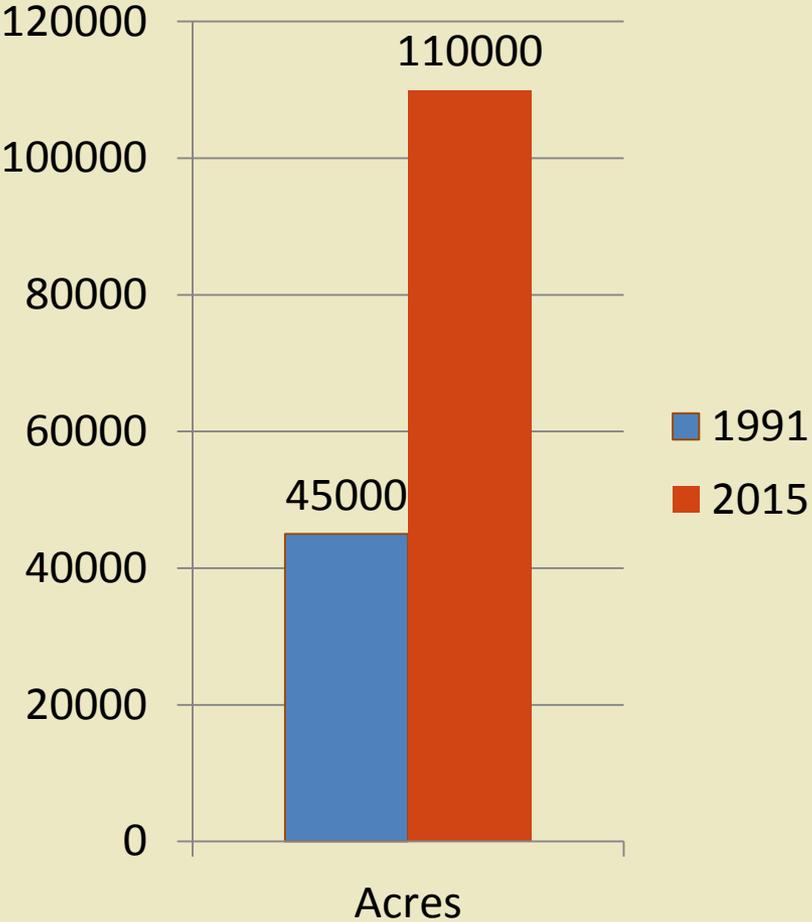
### Winnie Mandela guilty of kidnapping assault charge

**The Associated Press**

JOHANNESBURG, South Africa — Winnie Mandela, the wife of African National Congress leader Nelson Mandela, was found guilty Monday of kidnapping and assault charges. The young man was charged in homosexual acts. Monday's verdict is linked to the growing political ties between the ANC and the police.

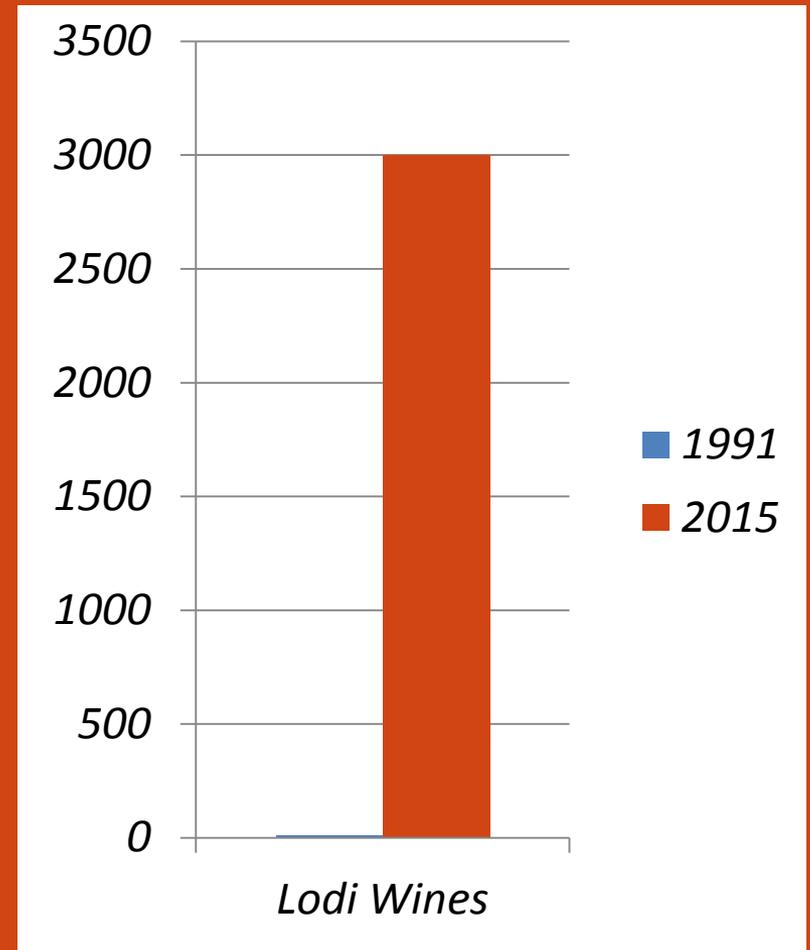
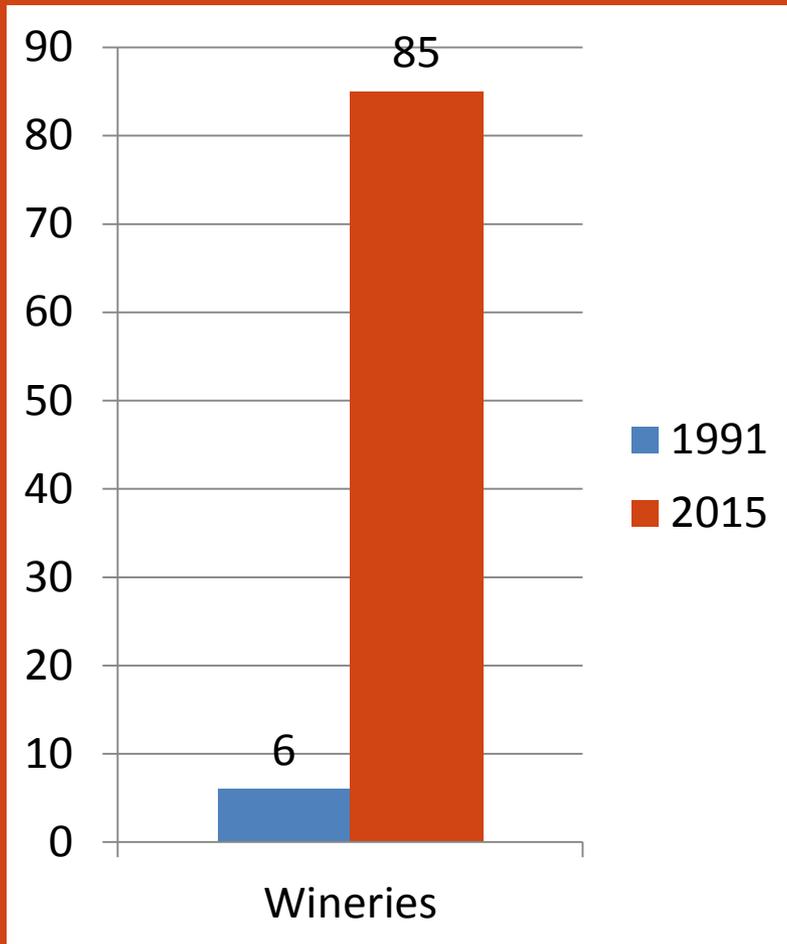
# Lodi Vineyards

## 1991 to 2015



# Lodi Wines

1991 to 2015



# Grapes to Glass



- Creating a Wine Culture & Wine Community
- From a handful to thousands of Lodi-labeled wines
- Creating thousands of jobs and economic activity in and around Lodi to support the emerging winery industry
- Wine-related tourism and hospitality booming!

# What We Did



- 1996 – “Discover Zins of Lodi” campaign launched with 7 “Lodi” Zins
- 1998 - Partnered with City of Lodi to create the Lodi Conference & Visitor’s Bureau – 1<sup>st</sup> Wine Trail Map
- 2000 – Lodi Wine & Visitor Center opens to stimulate Lodi wine tourism.
- 2002 – Lodi Wine Country Partnership with local wineries.
- 2005 – The Commission launches Lodi Rules for Sustainable Winegrowing
- 2011 – LoCA Consumer Brand Campaign Launched

# Where We Are

- Lodi growers are investing \$2.5-\$3 million annually promoting Lodi through the Winegrape Commission.
- Wineries are spending millions more individually.
- LoCA annual campaign – \$1,000,000 national advertising directly targets consumers.
- Messaging: Lodi's down-to-earth approachability, rich heritage, generational farms, and authentic wines.
- Everything we do at the Commission promotes the Lodi region, not just the wine.



# LoCA Print Ads

WINE ENTHUSIAST  
WINE STAR  
AWARDS  
2015 WINE REGION OF THE YEAR

WHITE WINE ON  
BURGER NIGHT?  
GO AHEAD,  
GO LoCA.

When did wine become so strict? It's okay to toe the line with your wine. So don't be afraid to try something new. Mix things up. Toss the rules. And above all, go LoCA with Lodi wine.

[lodiwine.com](http://lodiwine.com)

LoCA  
THE WINES OF  
LODI CALIFORNIA

This advertisement features a woman's face in the background, looking down thoughtfully. The text is overlaid in white. There are three small inset photos: a man in sunglasses holding a wine glass, a woman in sunglasses holding a wine glass, and a sunset over a vineyard. The LoCA logo is in the bottom right corner.

WINE ENTHUSIAST  
WINE STAR  
AWARDS  
2015 WINE REGION OF THE YEAR

TACOS AND  
TEMPRANILLO?  
GO AHEAD,  
GO LoCA.

Experimentation is a good thing. Because seriously good wine doesn't have to be so serious. So lower your pinky and raise your glass. And above all, go LoCA with Lodi wine.

[lodiwine.com](http://lodiwine.com)

LoCA  
THE WINES OF  
LODI CALIFORNIA

This advertisement features a woman's face in the background, smiling. The text is overlaid in white. There are three small inset photos: a man and a woman smiling and holding wine glasses, a man in sunglasses holding a wine glass, and a woman holding a wine glass. The LoCA logo is in the bottom right corner.

# Social Media Campaign



 **Lodi Wine**  
Sponsored · 🌐

We are Corkface and Forkface.  
We pair great wines with real life.  
And this is our show.



Fine for real life.  
LoCA  
LODIWINE.COM [Shop Now](#)

Like Comment Share



# Wine Bloggers Conference

- Held at Hutchins Street Square, August 11-14, 2016
- 300 attendees from across the country and internationally
- Winegrape Commission invested \$125,000 to host the conference



Blogger:

“I arrived in Lodi with a preconceived notion – viz., Lodi as the Rodney Dangerfield of California wine regions, home of over-ripe zin and little more.

I was wrong. Very wrong.

Lodi is the Tony Bennett of California wine regions – a legend.

And like any legend, Lodi just gets better with age, like its vines.

I get it now.

I understand why Wine Enthusiast Magazine deemed Lodi 2015 Wine Region of the Year.

Lodi demands respect.

It has mine.”

# Wine Bloggers Conference

“A love of the land. Family, farming, and friendship were all present in every location we were lucky to have visited during the Wine Blogger’s Conference... there is truly something special happening in Lodi, California. And from what I saw, it was all about the people who are at the center of it all. And it all comes through in the exciting, unusual wines being produced there.” - Kirsten Bedway, Bottles & Bites.

 Follow [bottlesandbites](#)

## RECENT POSTS

**LEARNING ABOUT LODI WINE - FROM WORKHORSE TO WORLD CLASS**

**A GRAND (TRAVERSE) RIESLING**

**SWISS WINE? SWISS WINE!**

## LEARNING ABOUT LODI WINE - FROM WORKHORSE TO WORLD CLASS



When you think of California wines, it's likely your first



# 20<sup>th</sup> Annual Lodi Wine & Chocolate Weekend

- 20<sup>th</sup> Annual Wine & Chocolate Weekend February 11-12, 2017
- 6,500 attendees from 15 states
- Restaurants and hotels full

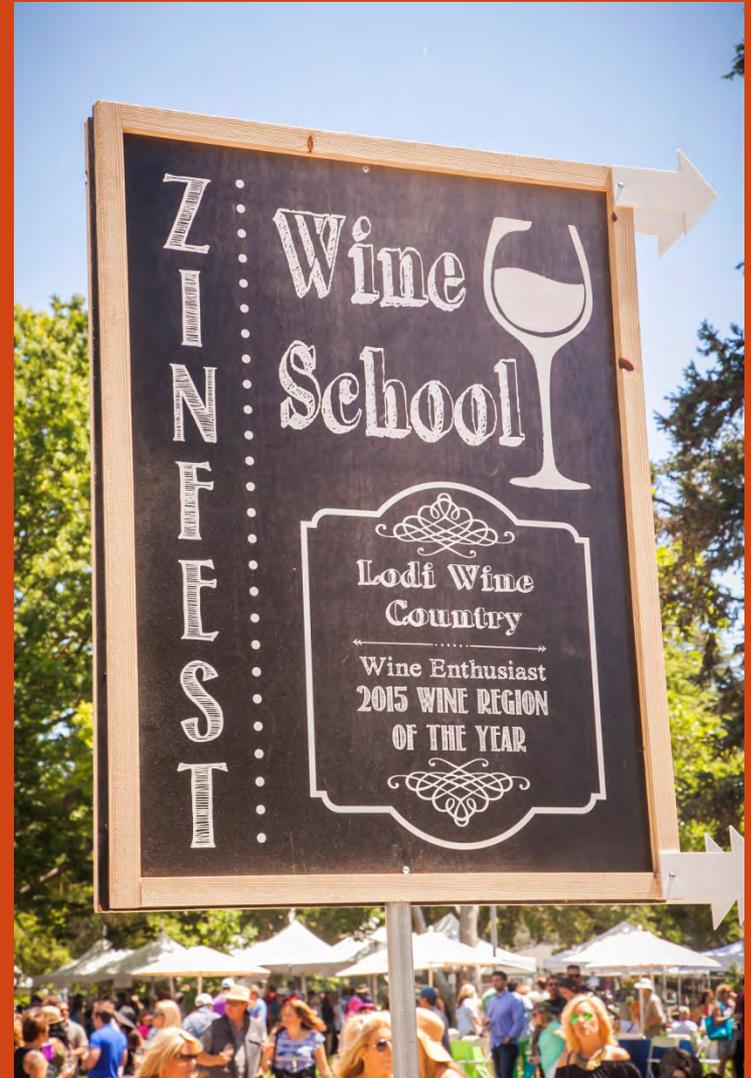


 **Paulina Brito** @PauPauBr · Feb 15  
Had an amazing valentine's weekend! #lodiwine #lodiwineandchocolate #winetasting #winetasting #vino #instagood



# ZinFest

- May 19-21, 2017 – 13<sup>th</sup> annual
- 3-day festival has become an iconic tool in promoting Lodi and Lodi wine
- Over the past 12 years we've attracted tens of thousands of visitors from across the country and world to Lodi
- Utilizes >400 community volunteers and has given back \$100,000+ to local charities





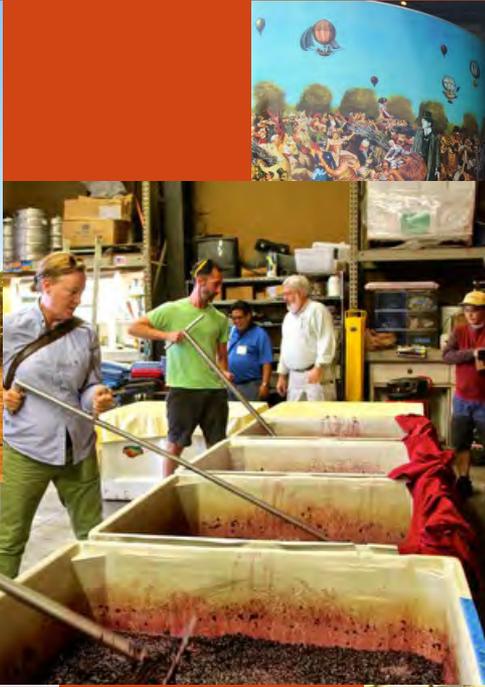
# Lodi Road Shows



- Taking the Lodi wine experience on the road to festivals and wine shows
- 8-10 events per year: Boston, Aspen, Santa Barbara, Seattle, New Orleans, Portland, San Diego & more
- February 15, 2017 – Lodi wine-exclusive event in L.A.



# Media Outreach



# 2015 Wine Region of the Year



## LODI

### 2015 WINE REGION OF THE YEAR

This hard-working region leads in innovation and sustainability.

In 1990, the Northern California wine region of Lodi housed just eight wineries. Its 80,000 acres of grapes were used largely for white Zinfandel, as well as low-cost Chardonnay, Cabernet Sauvignon and Merlot made by out-of-town wineries.

Today, after years of hard work, the Lodi American Viticultural Area (AVA) boasts 85 wineries and grows more than 100 grape varieties. It's grabbed international attention for the quality of the new wines made from its legendary old Zinfandel vines and a profusion of young, diverse grape varieties.

The wine trade and media raved about the second release of the "baked" style Lodi Native wines in 2015. They also discovered wines from Albariño, Kerner, Graciano, Vermentino, Tardif and other varieties being nurtured by a new generation of risk-taking innovators.

Star winemakers from outside Lodi began to set up shop in the region. Tegan Passalacqua, from Napa-based Turley Wine Cellars, purchased a winery in Lodi in 2012. Two years later, Morgan Twain-Peterson, from Bedrock Wine Co. in Sonoma Valley, followed suit.

This success could not have happened, however, without the seeds planted 25 years ago by the eight existing Lodi wineries and a handful of grape growers.

They established the state-sanctioned Lodi Winegrape Commission in 1991 and promptly laid their own production to sustain it. The goals were to educate growers, conduct grape-growing research, protect the environment and raise awareness of Lodi grapes and wines.

With the commission's support, Lodi slowly raised its grape quality and price per ton and boosted the number of wineries tenfold. The region's intake soared above other grape districts within California's San Joaquin Valley, achieving parity with better-known coastal regions.

Lodi sits near the Sacramento-San Joaquin River Delta, 100 miles east of the San Francisco Bay. While it's generally warmer than vineyard locations near the coast, Lodi benefits from cooling delta breezes.

Its climate bears little resemblance to the relentlessly hot conditions in the southern San Joaquin Valley, where table grapes, raisins and high-yield wine grapes grow.

Lodi further set itself apart from other regions with the establishment of the Lodi Rules for Sustainable Winegrowing in 2005. These encourage sustainable farming, a lighter hand with pest management and better air quality and water management, among other benefits.




# Keys to Success

- Visionary Leadership from within the Grower Community
- Organizational Structure
- Sustained investment. Putting real money on the table.
- Partnerships – City, Community, Wineries.
- Developing a Wine Community & Culture