



**We  
Are  
Sonoma  
County.**

**SONOMA  
COUNTY**

**Moving Beyond the Traditional Agriculture Model  
February 16, 2017**



## The Land of Sonoma County

- 58,235 vineyard acre (6% of county)
- 1,800 Vineyard Owners
- 80% less than 100 acres
- 40% less than 20 acres
- Small vineyards, increased quality
- 495 wineries, 70% less than 6,000 cases

An aerial photograph of a vast vineyard with rows of green grapevines stretching across a valley. In the background, there are rolling hills and mountains under a clear, bright sky. The overall scene is lush and green, suggesting a healthy agricultural landscape.

# The State of Agriculture

# Is Agriculture in Crisis?

## *U.S. Statistics*

- **88% are small family farms** with less than \$350,000 in gross cash farm income
- **Est. 40 acres of farmland are lost every hour**
- Three consecutive years of **declining net farm income**, forecasted to decline by 11.5% in 2016



# Is Agriculture in Crisis?

## *California*

- **40,000** acres of farmland are lost per year in California
- If development trends continue, **1.3 million acres of agricultural land will be developed by 2050**. For irrigated cropland alone, this is an **annual loss of an estimated \$2 billion in agricultural production**
- **Continuous regulations:** Overtime, Minimum Wage, Groundwater, CTS...

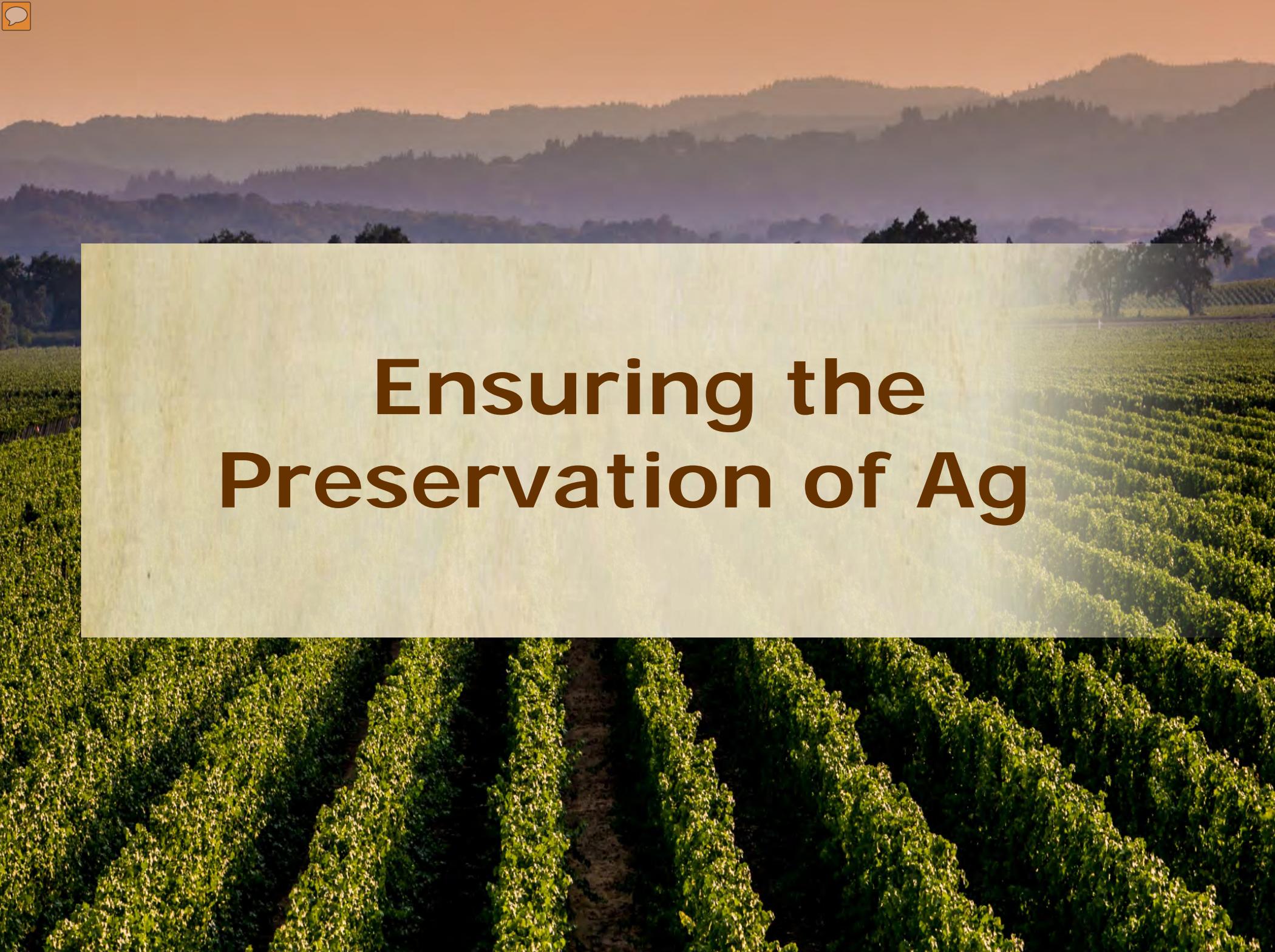


# Is Agriculture in Crisis?

## *Sonoma County*

- The **average age** of a SC farmer is **60.1**
- The majority of **farmworkers** (88%) are now **permanent residents**
- Lack of immigration reform and accessible work VISA programs = **labor shortage**





# Ensuring the Preservation of Ag

**SONOMA  
COUNTY  
TO BECOME  
100%  
SUSTAINABLE  
WINE REGION**



An aerial photograph of a vineyard on a hillside. The vineyard is a rectangular plot with rows of grapevines, situated on a slope. It is surrounded by dense, lush green trees and foliage. The lighting suggests a bright day, with some shadows cast across the landscape.

# ***100 Year Business Plan to Preserve Agriculture***

*Released in 2015*



*Launched in January 2017*

**Sonoma County  
Center for Ag  
Sustainability**

**(Silicon Valley Strategic Thinking and Planning  
Meets Sonoma County Agriculture)**



SONOMA  
COUNTY

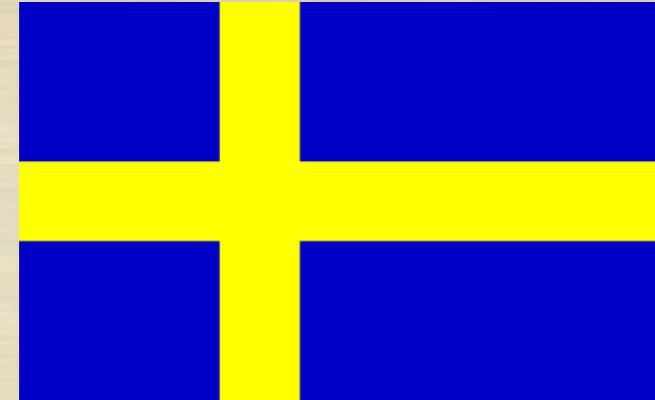
GRAPE GROWERS FOUNDATION



*There was never a more important time to connect consumers and agriculture*



# Global Engagement



GLOBAL  
SUSTAINABILITY  
SUMMIT

WINE  VISION  
5-7 DECEMBER 2016 CALIFORNIA • USA

HOSTED BY  CALIFORNIA

Wine Vision – Uniting the global wine industry

Wine Vision is the event for global wine industry business leaders and innovators. They come in search of inspiration, big ideas, fresh insights and challenging opinions. They find it in a programme that defies conventional thinking, fosters innovation and focuses on accelerating their commercial success.

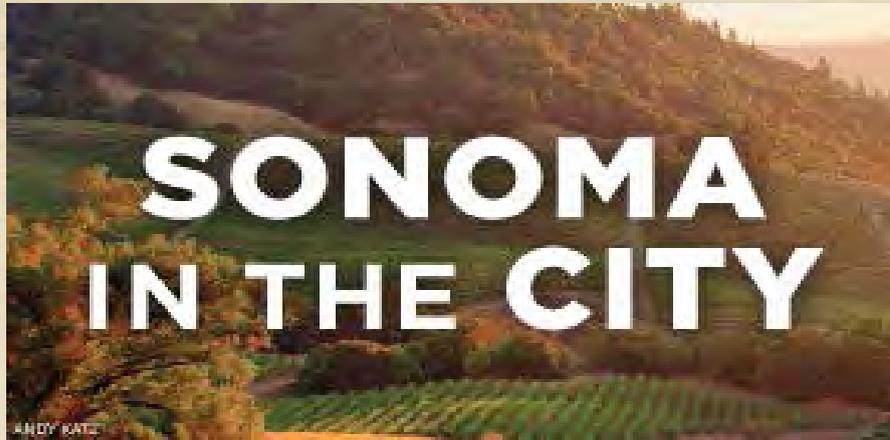
Join this exclusive community and be part of the event that answers the questions you and your industry are asking.



Wharton  
UNIVERSITY of PENNSYLVANIA



# Educators on Sustainability to Key Wine Influencers & Gatekeepers



# Educators on Sustainability to the Media

## **MEDIA OUTREACH**

**200+ Feature Stories  
on Sonoma County Grape Growers  
100,000,000+  
Impressions**

# Educators on Sustainability to the Consumer

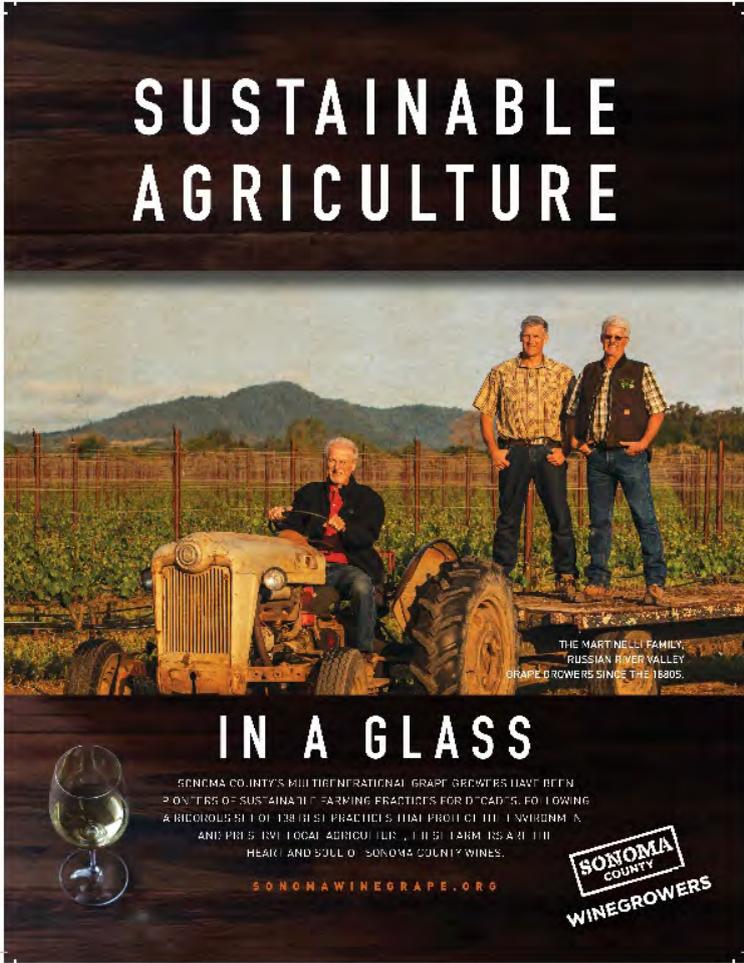
*Continued 1<sup>st</sup> of its kind - National Advertising for Sustainability*

**FOOD & WINE**  
MAGAZINE

**Wine Spectator**  
[www.winespectator.com](http://www.winespectator.com)

 **WINE ENTHUSIAST**  
MAGAZINE

**San Francisco Chronicle**



**SUSTAINABLE AGRICULTURE**

THE MARTINELLI FAMILY, RUSSIAN RIVER VALLEY, GRAPE GROWERS SINCE THE 1880S.

**IN A GLASS**

SONOMA COUNTY'S MULTIGENERATIONAL GRAPE GROWERS HAVE BEEN PIONEERS OF SUSTAINABLE FARMING PRACTICES FOR DECADES. FOLLOWING A RECORD SET OF 138 BEST PRACTICES THAT PROTECT THE ENVIRONMENT AND PRESERVE LOCAL AGRICULTURE, THESE FARMERS ARE THE HEART AND SOUL OF SONOMA COUNTY WINES.

[SONOMAWINEGRAPE.ORG](http://SONOMAWINEGRAPE.ORG)

**SONOMA COUNTY WINEGROWERS**

**SONOMA COUNTY WINEGROWERS**

# Educators on Sustainability to the Consumer

## Continued 1<sup>st</sup> of its kind - National Advertising for Sustainability

**THE WALL STREET JOURNAL.**

Sonoma County's winegrowers crafted an unprecedented plan to preserve their agricultural legacy for the next 100 years.

In two years, it has already started to bear fruit.

**SONOMA COUNTY SUSTAINABLE**

The Future of Everything

**SPECIAL ADVERTISING FEATURE**

Sonoma County's winegrowers crafted an unprecedented plan to preserve their agricultural legacy for the next 100 years.

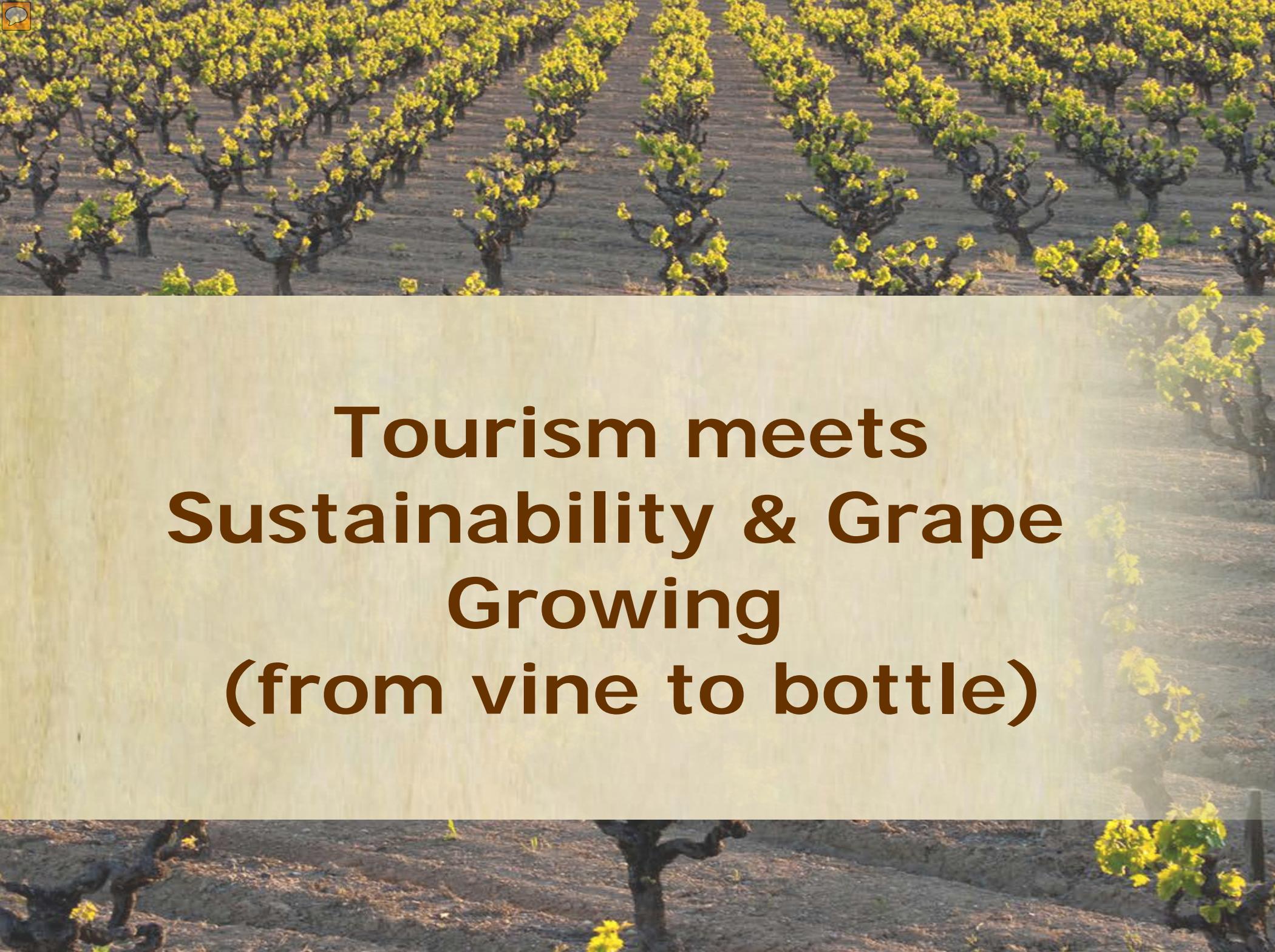
In two years, it has already started to bear fruit.

**SONOMA COUNTY SUSTAINABLE**

**A Stake in the Ground**

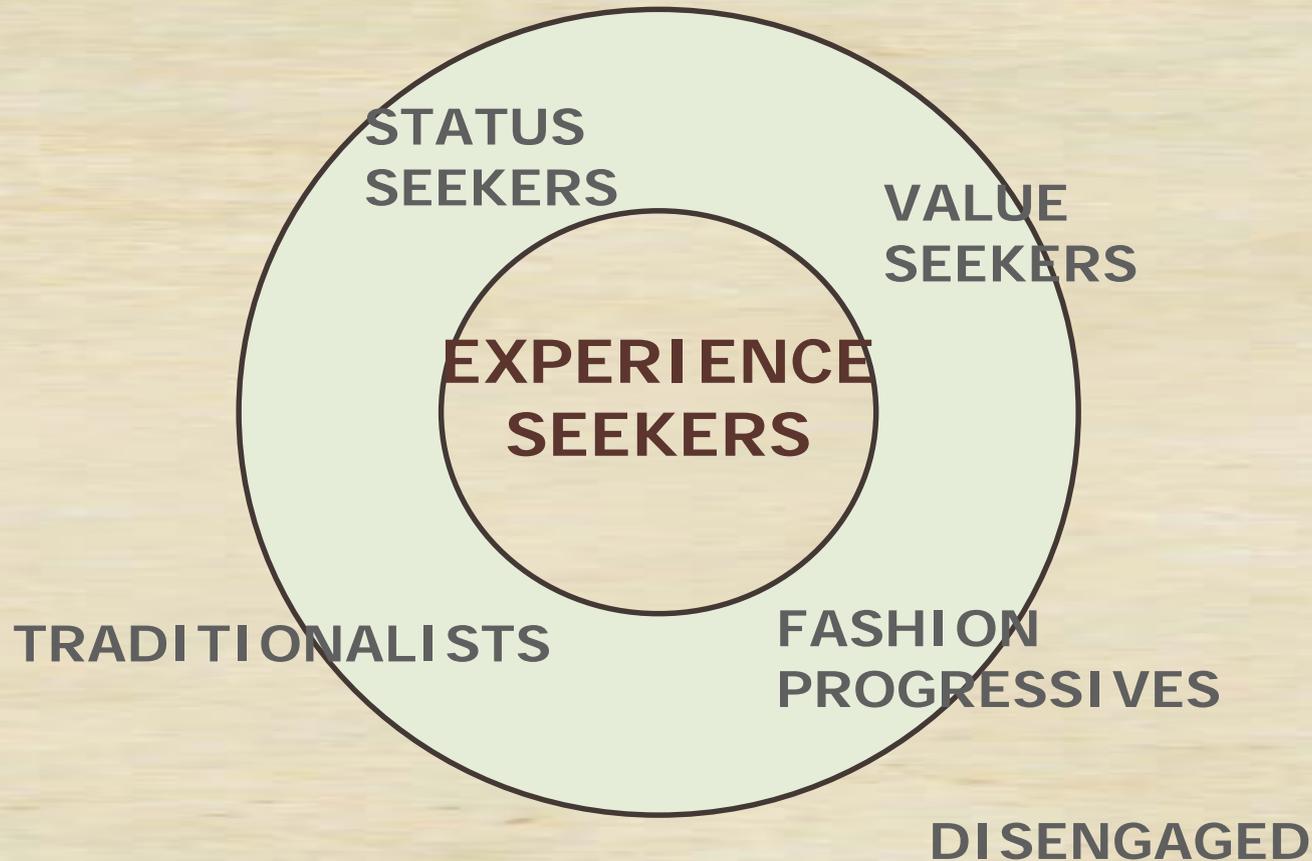
**SONOMA COUNTY WINEGROWERS**

**SONOMA COUNTY WINEGROWERS**



**Tourism meets  
Sustainability & Grape  
Growing  
(from vine to bottle)**

# Core Sonoma County Consumer Target



# Look for a Sustainability Sign



# Explore Sonoma County's Sustainable Vineyards



**SONOMA**  
COUNTY  
VINEYARD ADVENTURES

# Self Guided Vineyard Walks Spread Across Sonoma County

9 Distinct Walks Located in 6 Different AVA's



- Amista Vineyards
- Balletto Vineyards
- Francis Ford Coppola Winery
- Matanzas Creek Winery
- Paradise Ridge Winery
- St. Francis Winery
- Schug Carneros Estate

Coming Soon!

- La Crema Estate at Saralee's Vineyard
- Mauritson Vineyard

# Your Map and Guide To Better Understanding How We Farm in Sonoma County

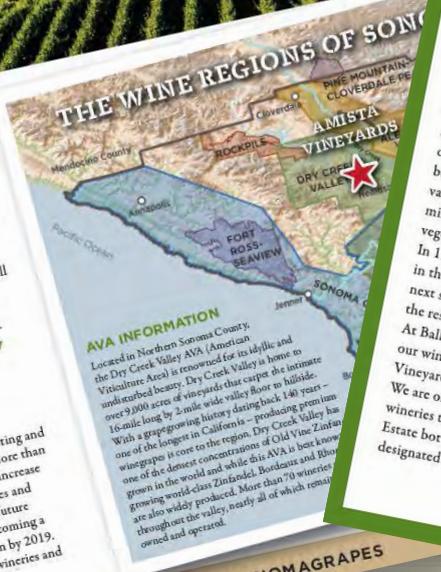
## SONOMA COUNTY VINEYARD ADVENTURES

**VINEYARD ADVENTURES** is the ultimate Sonoma County wine country experience, up close and personal. These self-guided vineyard walks are hosted at different wineries across beautiful Sonoma County. Experience a vineyard in a unique, fun and active way, where you will learn more about wine and sustainable winegrowing. By exploring the vineyards and tasting world-class wines produced from those vineyards, you'll leave with a better understanding and greater knowledge of the winegrowing process and a deeper appreciation for the wine in your glass. **Grab a glass, get outdoors and enjoy yourself!**

### SONOMA COUNTY WINEGROWERS

Sonoma County Winegrowers is a marketing and educational organization representing more than 1,800 grape growers. Our mission is to increase the value of Sonoma County winegrapes and protect our agricultural resources for future generations. We are committed to becoming a 100% sustainable winegrowing region by 2019. We are proud to partner with local wineries and bring you Vineyard Adventures.

FACEBOOK/SONOMAGRAPES @SONOMAGRAPES



### AVA INFORMATION

Located in Northern Sonoma County, the Dry Creek Valley AVA (American Viticultural Area) is renowned for its idyllic and wine-soaked beauty. Dry Creek Valley is a 140-year-old, 9,000-acre vineyard valley floor on a hillside, 16-mile long by 2-mile wide valley floor. With a grapegrowing history dating back to 1840, it is one of the longest in California. Dry Creek Valley has the highest concentration of Old World wine varieties in the world and while this AVA is best known for its Pinot Noir, Chardonnay and Riesling are also widely produced. More than 70 wineries are also located in the valley, nearly all of which remain family owned and operated.

## YOUR VINEYARD ADVENTURE AWAITS!

TOTAL DISTANCE 1.02 MILES / 40 MINUTES WALKING TIME

- VINEYARD STOPS**
1. Preservation of Agriculture
  2. Irrigation Pond
  3. Trellising Vines
  4. Pinot Gris & Pinot Noir
  5. Soil Types
  6. Pomace Pile
  7. Field of Dreams

### ABOUT US

In 1977, founder John Balletto gave up a promising college athletics career to support his mother after the untimely death of his father. With \$200 in the variety of vegetables. After great determination, John soon became the largest vegetable farmer north of San Francisco. In 1995, John planted his first vineyard in the Sebastopol Hills and during the next several years, he slowly transformed the rest of his property into winegrapes. At Balletto Vineyards we produce all of our wines from sustainably farmed Estate Vineyards in the Russian River Valley. We are one of the few Russian River wineries to be 100% Estate grown and designated Pinot Noir and Chardonnay.



### SAFETY TIPS

1. Stick to the route and walk only in the designated areas.
2. Please don't touch the vines or equipment.
3. Take your trash with you! Don't throw anything in the vineyard.
4. Be aware of traffic on roads and in vineyard avenues.
5. Have fun!

FOR ASSISTANCE CALL TASTING ROOM AT 707-568-2455 x101 OR DIAL 911 FOR EMERGENCIES

SONOMA COUNTY WINEGROWERS

# A Perfect Way to Get Your Hands Dirty and Learn About Sustainable Agriculture...and



# And Connect Sustainable Agriculture to the Wine In Your Glass



# Sonoma County Grape Camp



*The Ultimate Consumer Harvest Experience*

# Sonoma County Grape Camp



- Started in 2006
- Only Harvest Experience Produced By A Wine Region
- Hosted 200+ wine consumers from around the country (25-30 per year)
- Hosted 40+ media generating hundreds of stories & millions of impressions



# Host Educational Seminars At Local Community Events





# Presenting the case for tourists to care about agriculture

- Commitment to sustainability
- The community gives back
- Sonoma County's roots are in agriculture
- Supports small, multi-generational family businesses
- For the adventure seekers who also love the beauty of Sonoma County



**SUSTAINABLE**

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**THEN. NOW. FOREVER.**