

Independent Grape Growers Paso Robles Area Newsletter

Volume 5, Issue 1

President-Richard Sauret Editor-Allene F. Elder

January/February 2007

Winebush Vineyard

Chuck and Chris Pettigrew came from Southern California with a dream of owning a vineyard. They started looking around Santa Ynez and found the property value to be a little too expensive. They always liked the Paso Robles area and decided to take a look.

They bought their property on Drake Road in 1979. The vineyard was planted in 1981 and construction on their home started the next year. The building of their home was a together project. Working side by side, it took approximately three years to finish. Every weekend was a commute from Southern California where he worked for Litton Industries. They worked in the vineyard or on their home every weekend. This vineyard was planted in zinfandel which was head pruned.

Chris moved up in December 1985. Chuck came up after he finished out his work at Litton Industries in February 1986. Chuck went to work for someone named Richard Sauret. Chuck drove tractors and ran harvest crews for Richard and stayed on after the harvests to work taking care of Richard's fruit trees.

Chuck became employed with Estrella River Winery. Estrella River Winery was bought out by Meridian Winery. Chuck started as a "cellar rat" and moved up to "Cellar Master", in the production end of the winery business. Chuck retired in 2000 from Meridian.

1995 was the year that Chuck and Chris decided that they needed another vineyard and they purchased acreage on Union Road. They planted zinfandel, which is head pruned and sangiovese which is trellis pruned.

In 2004, they decided to sell their vineyard located on Drake Road and build a new home on the Union Road property. So, over they moved, living in a very nice 5th Wheel, while the new home was being built. They also had a new barn constructed to accommodate stuff. (We all know what stuff is!).

Both Chuck and Chris are hard workers and they have always done their own work in their vineyards except for spraying. This year they will be hiring most of the work to be done by contractors due to his health.

All of their fruit is under contract to Gary Eberle, Eberle Winery. They have said the best thing they ever did, except for getting married to each other, was moving up here and living this wonderful life.

Here is another bit of information concerning Chris. She is the daughter of "Crash Corrigan". If you remember his movies, it dates you. If you are an old time cowboy movie buff, this info will delight you. At any rate, Chris's sister, Pat, lives in Paso Robles and owns Corrigan's Barber Shop. Their brother, Tom, owns "Corrigan's Steak House" in Thousand Oaks.

We wish them continued happiness, good health and joy for 2007.

DON'T FORGET TO VOTE &

PLEASE SEND IN YOUR BALLOTS

FOR THE 2007 BOARD OF DIRECTORS!

ANNOUNCEMENTS

Just follow the instructions on the top of the ballot and please return them in the self addressed envelope provided for your convenience. Last day to turn in your ballot is January 31, 2007.

Thanks, Membership Committee—Dale Evenson, 1st VP , cell 712-2589, and Mike Collins, Secretary, 462-0171.

WEB SITE

Stan Levanduski and Alex Badasci are in the final stages of completing the Public and Private sides of our web site. The board will get an update at the next scheduled meeting in February. Clarence Elder is working with the web site team to set up a web site seminar in the very near future for the Members that want a few handy tips on how to surf this site and how to update their information. Members you need to know how to do this.

MEMBERS

How do we get our organization to grow?

How do we generate the funds to bring the best possible seminars, socials and events for our members? How do we make an impact on the Central Coast so that the IGGPRA will be recognized and acknowledged?

The answer to these questions is: Convincing our membership to buy into the idea that EACH INDIVIDUAL MEMBER IS RESPONSIBLE FOR MAKING THIS POSSIBLE.

FOCUS our attention on inviting Associates to join.

Associates have a knowledge of equipment and products that help the grower become better farmers.

Associates are mainly vendors that can be encouraged to become sponsors of IGGPRA.

Sponsors bring the needed funds to help expand the IGGPRA'S growth in the community.

If the IGGPRA is not being recognized then we need to make a bigger impact on the Wine community.

This organization was started because the grower was overlooked in the scheme of things. The wineries were becoming strong and making a lot of money and the tendency was to ignore the small grower.

The winery sells the bottle of wine for the same price even though the price of the ton of grape variety goes down (the growers receives less per ton). When the bottled wine variety increases in price (the grower does not receive the increase in the bottle price per ton) do they?

The first goal was to help the grower farm. Many people have come to this area and have needed information on how to be good wine grape growers. The IGGPRA has provided this service to its members. It has been a mentoring situation i.e., The experienced farmer helps the newer one.

We now need to have a larger impact in this area and be recognized for the outstanding organization that we are.

It takes everyone to help. So please call a board member we will be glad to put you to work.

TOY BANK THANK YOU LETTER

Jan Roberts sent a hand written note thanking the IGGPRA for our donations collected at the Christmas Social. Good Work Members and Thank You.

2007 IGGPRA CALENDAR

All dates/ seminars are subject to change.

We welcome suggestions for seminars you would like to have presented.

Contact ANY board member to offer your suggestions!

Sat Feb 17 Annual Meeting & Social 6:00 pm

American Legion Hall -Templeton

Fri Feb 23 Rules & Regulations 8:00 am
with Chris Browning -Shriners

Fri Mar 9 Solar Power 9:00 am

Karl Luft & PG&E rep-Luft Vineyard

Mar 15/16/ 17/18 Zinfandel Weekend Celebration

Fri Mar 23 Web Site Seminar 9:00 am

Sat April 14 Labor Laws 8:30 am

Barry Kinnman -indoors

Sat April 21 Social - 6:00 pm

Location is being determined by Social Comm.

Fri May 4 Crop & Farm Insurance 8:30 am

Ted Hamm & Tax Related Issues –

Steve Hovey Indoors

Sat June 23 Social 6:00 pm

Sat Aug 11 Social 6:00 pm

Kokopelli Vineyard

September NO ACTIVITIES

Sat Oct 27 Social 5:00 pm

Location is being determined by Social Comm.

November NO ACTIVITIES

Sat Dec 15 Christmas Party 6:00 pm

American Legion Hall

WE WANT THANK THE FOLLOWING LIST OF DONORS TO THE 2006 CHRISTMAS AUCTION

BY PAM JANES

John & Nan Moss

Pamela Janes

Eberle Winery

Corona/Armando Del Valle

C& N Tractors

Nicole Cavier & Dennis Van Westerhuyzen

Deryl Sherman Sales

Tobin James Winery

Locatelli Vineyards
Dale Evenson
Farm Supply
Richard Ellis
Ted Hamm
Hank Donatoni
Meridan Vineyards
Roberta Weiderman
Sunridge Nursery
Allure Estates
Bear Cave Cellars
Richard Sauret
Mary Schwartz
Maria Goldman

Wine Country Alliance
Pete Johnston Chevrolet
Robert Hall Winery
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Susan Ellis
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J-SAW

Enterprises, Inc.

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Paso Robles
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Cell 712-5608
Joy.Levanduski@charter.net

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FOR SALE!

ZON GUN WITH TRIPOD
STAND. \$200.00

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FOR RENT!

Pneumatic tire forklift with bin
dumper for rent.

\$250.00 per day plus pickup &
delivery.

An operator available at an
additional expense.

Contact Bob Mannon at
235-6146

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to have a flyer inserted in the
newsletter it will cost you \$25
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9125 and get those
ads in today!

Thanks—Your Editor

PRUNING SEMINAR SATURDAY, JANUARY 13, 2007

It was cold, very cold. 11° in the early morning and warmed to 16° by 8:30 am. We had some very brave people show up for the pruning seminar at Chuck and Chris Pettigrew's Wine Bush Vineyard. Over 35 people to be exact. Chris made hot coffee and the donuts were brought by Clarence and Allene, were served to help us all forget the cold. Mike Prowse showed up with delicious bagels from their family Bagel shop in Paso Robles.

The instruction was excellent and everyone learned something new. Each time we hold this seminar there

is always something we can learn. The head pruning took place at the Pettigrew's vineyard with Richard Sauret instructing how to do the job. When the first part of the pruning was finished, the group moved across the road to Milt and Carlene's, Kokopelli Vineyard.

Derryal John, well known and respected grower and vineyard manager, took over the job of showing how to prune on the trellis trained wine grapes.

We have some very knowledgeable members that are more than willing to volunteer their expertise for the benefit of the seminars. Contributing in this way helps to make our seminars as successful as they are and we give a big THANK YOU to all the people that contribute to the IGGPRA.

THE ISSUE OF THE AVA COMMITTEE FUNDING REQUESTS

As you remember, last year at one of our socials your president brought before you a request to contribute a fee of \$3,000 to the AVA Committee. They have once again sent a letter and an invoice to Richard Sauret for another \$3,000 fee. They are deep into Phase II writing petitions. The committee needs more funding to get their petitions on file with the Tobacco Tax and Trade Bureau (TTB).

MEMO TO: Paso Robles AVA Committee Members

FROM: Paso Robles AVA Board of Directors

SUBJECT: 2007 AVA Committee Funding

Thank you for your support of the Paso Robles AVA Committee during the past year. When we first convened in February the idea of a collaborative approach for additional appellations within Paso Robles was merely a concept. Thanks to your support, dedication and guidance we are moving towards submitting the largest collective group of appellations for one region the Tobacco Tax and Trade Bureau (TTB) has ever received.

After we adjourned in September and as we communicated to you in our October 6 letter, the consultant team has been working on the collective group of AVA petitions based on your recommendations. This month, the Board of Directors has begun reviewing AVA petitions, which keeps the committee on the timeline outlined when this initiative began. With work now completed through phase I (initial research) and deep into phase II (writing petitions) it's necessary to look at our funding needs to get our petitions on file with TTB.

Together you, a group of 39 wineries and growers, raised \$140,000 from this collaborative AVA effort. This has taken us through the first year. As the board reviewed the budget and proposal from the expert team the need for this next round of funding is \$100,000. The Board of Directors has already committed \$20,000 and requests that AVA committee members pay \$3,000 towards the second funding round to reach the financial need. In addition the Board is working hard requesting contributions from wineries and growers in Paso Robles who have not contributed to this initial effort. The Board is also reaching out to associate businesses asking them to contribute to this defining effort for the Paso Robles AVA. We believe that everyone will benefit from this collaborative effort to define the district and different characteristics of the Paso Robles AVA. If funds remain once all bills are paid, AVA members will be reimbursed on prorated basis.

The AVA Committee will reconvene on January 18 at J. Lohr Wine Center from noon -2pm. This will be an informational meeting to review the boundaries and details of the collaborative application for TTB. Please RSVP to sjavob@pasowine.com if you plan to attend this meeting so we can prepare lunch numbers accordingly.

For your convenience an invoice is attached. The Board requests you pay this by January 18 or plan to bring your check with you to the informational meeting. Only dues paying members will be invited to attend. If you have additional questions, please contact a Board member.

Justin Baldwin Dennis Collins Robert Haas Kevin Kester Jerry Lohr

This letter was sent from Richard Sauret in reply to the above request to the following:
January, 2007

The Paso Robles AVA Board of Directors and
The Paso Robles Wine Country Alliance

As President of the Independent Grape Growers of the Paso Robles Area, an association of grape growers in the Paso Robles appellation, I have attended various meetings of the AVA as their representative.

In addition, I have brought to the Board matters concerning the proposed district boundaries within suggested appellations, such as the Paso Robles Estrella District, Adelaide and San Miguel District and Pleasant Valley District.

However, it would appear that the Board is more interested in how these proposed district boundaries effect local wineries than it is regarding the effect the boundaries have on local vineyards. We feel that the interest of the local growers are not being fully considered and as a result the Board of Directors of the Independent Grape Growers of Paso Robles (IGGPRA), has decided not to contribute toward another request for funds.

Richard Sauret
President Independent Grape Growers of Paso Robles

Here is a news release from Assemblyman Sam Blakeslee's San Luis Obispo Office

Dated: Dec. 13, 2006

Contact: Debbie Arnold Office: 805-549-3321

Blakeslee Introduces Wine Appellation Labeling Bill

Legislation will help promote Paso Robles as an international brand

Sacramento-Assemblyman Sam Blakeslee (R-San Luis Obispo) today introduced AB 87, a bill to make Paso Robles the second appellation in the United States to have a unified labeling strategy. Currently, of the more than 200 appellations nationwide, Napa is the only region to have established labeling protections in law. This bill, like the Napa law, ties the greater Paso Robles American Viticulture Area (AVA) to future appellations contained entirely within the existing Paso Robles AVA. Ultimately, this bill will strengthen the brand of Paso Robles.

AB 87 will help Paso Robles wines compete in an increasingly crowded international market. By crating a regional identity through labeling practices, area wineries will benefit from being associated with the highly regarded "Paso Robles" brand.

The Paso Robles AVA is home to 170 wineries, more than 40 varietals planted over 26,000 vineyard acres in more than 45 soil series. As a result of this diversity, there are current efforts underway to further subdivide the Paso Robles AVA into smaller, distinctive viticultural areas. While highly desirable in terms of sub-regional identification and industry value, the marketing of sub-appellations has the potential of diluting the prominence of the Paso Robles winegrowing area and confusing consumers.

In an effort to preserve regional identity, AB 87 would require wines bearing the names of these proposed sub-appellations to also include the name "Paso Robles" on the label.

"Our local wineries have shown great vision in working together to maintain the national prominence of Paso Robles wines," said Blakeslee. "Their commitment to regional marketing will have wide-ranging benefits to local agriculture, tourism and jobs."

AB 87 was developed in cooperation* with Paso Robles Wine Alliance, and with the support of the California Wine Institute, California Association of Wine Grape Growers, and Paso Robles Main Street Association.

Additional Media Contacts:

Justin Baldwin, Justin Baldwin Vineyards and Winery 805-238-6932 x 101

Steve Lohr, J. Lohr Vineyards and Wines 650- 804-1762