



April 2013
Volume 1, Issue 1

Cab Franc Featured at the February PCWGA General Meeting

April 10 PCWGA Meeting



Disease Diagnosis and Varietal Testing of Grapevines

Join us on Wednesday, April 10 at 6:30pm for the PCWGA General Membership Meeting at the Wise Villa Winery in Lincoln, CA. No charge to attend.

Wine and appetizers for the potluck table are always appreciated.

See you there for Sangiovese tasting!

Many thanks to our gracious host, Don DuPont of Rock Hill Winery, for providing the meeting space as well as the education portion of the evening. Thanks also to Don for the fun tour of his facilities and the great stories about the history of the vine in Placer County.

We had an excellent turnout and everyone came ready to learn, share, and network. The education portion featured the “Impact of Grapevine Leafroll Disease on Grape Yield and Quality” (with Don DuPont sharing his personal experiences with leafroll). See more about leafroll on page 2.

Wine Appreciation.

Cab Franc was the featured varietal and the tasting was fantastic. Thank you to Casque Winery, Secret Ravine, and Wise Villa for donating their Cab Franc as well as the home winemakers. Cab Franc could be one of Placer County’s best kept secrets.

Mark Your Calendars for 2013 PCWGA Activities

www.pcwga.org

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Wednesday, April 10
PCWGA General Membership Meeting—6:30pm
Topic: Disease Diagnosis and Varietal Testing of Grapevines, CSP Labs
Wise Villa Winery
Lincoln, CA

Saturday, May 18
13th Annual Blue Goose Food Extravaganza
Volunteers needed
Loomis, CA

Wednesday, June 12
PCWGA General Membership Meeting—6:30pm
Dick Stallman, 7025 Cavitt Stallman Road
Granite Bay, CA

Friday, July 19
PCWGA Homewinemakers’ Competition
Secret Ravine Vineyard and Winery
Loomis, CA

Saturday, July 20
PCWGA Homewinemakers’ Picnic
Rancho Roble Vineyard
Loomis, CA

Wednesday, August 14
PCWGA General Membership Meeting—6:30pm
Topic: Home Winemakers Exchange
Twin Rocks Vineyard

September 5-8
Gold Country Fair
Volunteers needed
Auburn, CA

Saturday, October 5
Eggplant Festival
Volunteers needed
Loomis, CA

Wednesday, October 9
PCWGA General Membership Meeting—6:30pm
Topic/Location—TBA

Friday, November 15
PCWGA Annual Harvest Gala
Catta Verdera Country Club
Lincoln, CA

Uncorked

Grapevine Leafroll Can Impact Grape Yield and Quality

Attendees at the February General Meeting watched an informative PowerPoint from the Washington State Viticulture & Enology Department with Don DuPont providing personal experience and perspective. Key points included:

- **Identifying Leafroll**
 - red leaves in the summer signifies a disease and not the early appearance of the fall season
 - downward rolling of leaf represents disease
- **Affects of Leafroll**
 - leaf roll leads to smaller clusters – prevents photosynthesis

- **Preventing Leafroll**
 - when areas are heavily planted it is more difficult to control the disease
 - advisable to purchase from certified growers to not perpetuate the disease
 - keep the weeds cut back
 - water just around the plants so that you don't encourage weed growth
- **Eradicating Leafroll**
 - if just a few leaves are affected, you can pick them off
 - before you spray be sure to know what disease you have

Name the New PCWGA Newsletter

Submit a suggestion for a name for the newsletter. If your suggestion is selected by the Board of Directors, you will receive a free one year membership — and bragging rights, of course.

If you like the current title — *Uncorked* — let us know.

Submit either your idea for a new name or that you would like to keep *Uncorked* to pcwga@ncbb.net by April 30.

Grapevine Red Blotch Disease

Excerpts from the Grapevine Red Blotch Disease brochure published by the US Department of Agricultural Research Service 2012

The disease symptoms have been observed in vineyards planted with red grape varieties in Napa and Sonoma counties North Coast vineyards, the Central Coast and the San Joaquin Valley.

Symptoms generally start appearing in late August through September as irregular blotches on leaf blades and basal portions of the shoots. The secondary and tertiary veins turn partly or fully red. It is not known if the disease has any effect on fruit yield, and if it causes vine decline.

The most significant impact of the disease appears to be on the Brix units of the berries. Brix of grapes in vines showing red blotch symptoms has been found to be four to five units lower than those with green canopies.

The disease symptoms do not appear to be caused by nutritional deficiencies, stress, bacteria, fungi and/or nematodes.

This disease escaped attention of vineyards owners and managers because of the leaf-roll symptoms. This means that diagnosis can be challenging. A molecular assay is currently available and the virus can be detected in the petioles of basal leaves, much before the onset of symptoms, and also in dormant canes.

If grapevines, red or white, are producing fruit with Brix values lower than expected and are not showing classic leafroll-like symptoms, you can contact your local Viticulture Farm Advisor. The list of farm advisors can be found at: http://ucanr.edu/ucce-farm_advisors

“PCWGA: Building a vibrant, local wine community for winemakers, grape growers, and wine enthusiasts.”



PLACER COUNTY
WINE & GRAPE
ASSOCIATION

Mailing Address: 4390 Gold Trail Way Loomis, CA 95650

E-mail: pcwga@ncbb.net

Stems & Seeds

2012 Grape Crush Report Available

The report is issued annually by the NASS office and the California Department of Food and Agriculture. These two organizations also publish the annual *The Grape Acreage Report* which contains information on new plantings and removals. Both reports are available on the NASS website at www.nass.usda.gov/ca.

Highlights of *The Grape Crush Report* include:

- The 2012 crush totaled a record high 4,387,086 tons, up 13 percent from the 2011 crush, and one percent larger than the previous record high 2005 crush
- Red wine varieties accounted for the largest share of all grapes crushed, up 19 percent from 2011
- White wine variety crush was up 21 percent from 2011
- Tons crushed of raisin type varieties was down 28 percent from 2011.
- Tons crushed of table type varieties was down 36 percent from 2011.
- The 2012 average price of all varieties reached a record high of \$737.61, up 25 percent from 2011.

Ask a USDA (Grape) Specialist

The USDA's National Agricultural Statistics Service (NASS) conducts hundreds of surveys every year and prepares reports covering virtually every aspect of U.S. agriculture. Production and supplies of food and fiber, prices paid and received by farmers, farm labor and wages, farm finances, chemical use, and changes in the demographics of U.S. producers are only a few examples. NASS is committed to providing timely, accurate, and useful statistics in service to U.S. agriculture.

For your **grape-related questions**, contact Chris Hawthorn at chris_hawthorn@nass.usda.gov or (202) 720-5412.

Turning Wine Waste Into Profit

Researchers at Oregon State University have discovered how to turn pulp from crushed wine grapes into a natural food preservative, biodegradable packaging materials, and a nutritional enhancement for baked goods.

The researchers foresee wineries selling their pulp (pomace) rather than paying others to dispose of it. Find the complete article at <http://westernfarmpress.com/graphes/turning-wine-waste-profit>

Reducing Costs and Risks in Wine Grape Replanting

As presented at the 2013 Unified Wine and Grape Symposium

Replanting is an investment designed to last the next 25-30 years according to Toby Halkovich, director of vineyard operations at Cakebread Cellars. Vineyard-replant veteran Brad Goehring shared that one important way to increase vineyard longevity is through good vine nutrition. This means doing things right every time and not cutting corners. Find the complete article at <http://westernfarmpress.com/grapes/reducing-costs-risks-wine-grape-replanting>

Sustainable Winegrowing Workbook Released

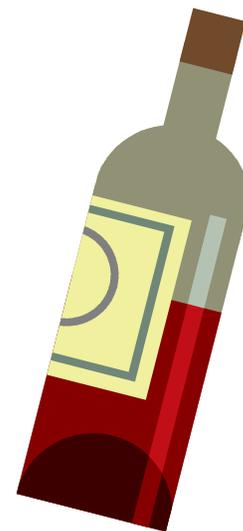
The California Sustainable Winegrowing Alliance (CSWA) issued its *2012 Progress Report* and *Third Edition California Code of Sustainable Winegrowing Workbook*. Both the report and the workbook can be viewed online at SustainableWinegrowing.org. CSWA's *Third Edition Workbook* (hard copy) is provided at no charge to California vintners and growers who attend workshops. A copy can also be requested from CSWA by contacting info@sustainablewinegrowing.org.

Signing Wine Labels Is Against California Alcohol Regulations

Did you know that it's illegal for winemakers and vintners to sign wine labels at their wineries or restaurants? But a new law does permit signing at retail establishments (under strict guidelines). According to the California Department of Alcoholic Beverage, if a situation isn't addressed in alcoholic law then its not permitted.

The 'three-tiered' laws were established after Prohibition to prevent beer, wine, and spirits manufacturers from owning bars and restaurants and unfairly manipulating the business.

It's not likely that the Department will make a priority of going after label signers, but they do take seriously controlling the three-tiered system.



Attracting Younger Wine Consumers

Wine buyers born in the 1980s and 1990s (known as Generation Y or the millennials) are the fastest growing segment of the U.S. wine market. Many in the wine industry are hoping that this new (and large audience) will significantly propel future wine sales. And some believe that this potential is driven partly because many of them have world-wide travel experience and have stronger opinions about what they eat and drink than older generations.

According to one source, millennials are drinking more wine and better wine at a younger age than other generations. Another survey showed that millennials most closely mirror 'high-end wine buyers'—they are more likely than other demographics to try wines they've never heard of before. They also drink more wine per occasion and Twitter and Facebook more to talk about the wines they drink. They make purchase decisions based on word of mouth either through social networking or face to face settings.

Tips on attracting the millennials:

- Ensure your brand and marketing are authentic. Confirm that everything you do is true to who you are—from how you grow your grapes to how you make your wine to how you interact with your customers
- Provide fast and reliable service
- Make interactions as easy and seamless as possible
- Tailor/customize your approach to them as much as possible
- Be honest; work to build trust
- Use fun and contemporary wine labels
- Engage in online marketing, specifically wine ads on Facebook, YouTube commercials, interesting blog articles, and online discounts and coupons
- Participate in online social networking forums
- Invite them to winery events where they can go with friends in a group to taste and enjoy music or other fun entertainment
- Hold wine tastings at different venues where wine tasting is permitted



Sources of information for this article:

Liz Thach, Ph.D., management and wine business professor at Sonoma State University in California

Leah Hennessy, owner of Millennial, a marketing and design firm

Genesys, a global survey firm

Sonoma State University

Wine Market Council

Buy/Sell/Trade in Our Classified Ads

PCWGA currently offers a classified ad section on its website free of charge. The ads must be related to winemaking or grape growing. Current categories include wine grapes and equipment for sale and wanted, and miscellaneous for sale/trade/wanted/free.

Go to our website, www.pcwga.org, and click on the CLASSIFIED button to submit your information. Ads will run for a minimum of 30 days.

Still Time to Renew Your Membership for 2013

Don't miss out on the bimonthly newsletter, general membership/education meetings, the mentor program, or being active in building a vibrant wine and grape community in Placer County. You can renew online through the home page of our website at www.pcwga.org.



Watch our website
for activity updates!
www.pcwga.org



EXPANDING YOUR PCWGA EXPERIENCE with our NEW MENTORING PROGRAM!

Do you need hands-on experience or have a question on managing grapevines or wine making?
Would you like to join the program as a mentor? If so, simply fill out the MENTOR REQUEST FORM
below and email to: pcwga.mentor@gmail.com.

THIS SERVICE IS PROVIDED FREE TO PCWGA MEMBERS.
Not a member? Contact us for information or join online at pcwga@gmail.com for only \$30 per year.

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PCWGA MENTOR REQUEST FORM

Date: _____

Please check the appropriate box:

Yes, I would like to be a mentor. (Please complete the Question or Help section to specify what skill(s) you wish to instruct)

I have a question.

I would like hands-on experience.

Member name: _____

How to contact you: _____

Best time to contact you: _____

Question or Help you would like a response to:

Email this form to: pcwga.mentor@gmail.com

Upon receiving your email a mentor associate will contact you. Please allow 5 business days.

13th Annual Blue Goose Food Extravaganza!

**FEATURING PLACER COUNTY
FINE WINES**

AVAILABLE FOR PURCHASE BY THE TASTE, GLASS OR BOTTLE

**70+ Chefs, Caterers & Community Cooks
Saturday, May 18th
5:30-7pm**

**Blue Goose Event Center
3550 Taylor Road, Loomis**

**\$25 Open Seating
Reserved Table for Eight \$500**

**PURCHASE TICKETS:
Main Drug . Blue Goose Produce
Loomis Chamber of Commerce
Lincoln Chamber of Commerce**

**916-652-8555
www.bluegooseeventcenter.com**

**GREAT FOOD, RAFFLE
AND SILENT AUCTION!**

**Proceeds benefit the Blue Goose Fruit Shed renovation;
South Placer Heritage Foundation Project**

