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WINE BUSINESS MONTHLY

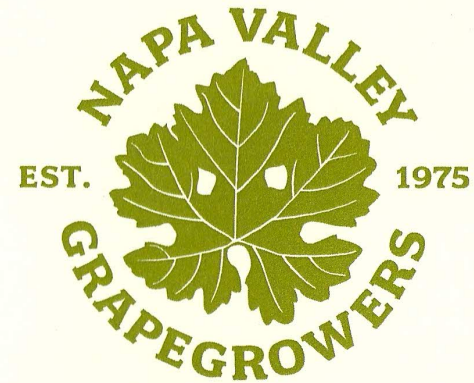
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WINE+
GRAPE

EXPO

CONNECTING VINEYARD PRACTICES TO WINE QUALITY

NOVEMBER 14, 2013

www.napagrowers.org

#NapaExpo

The 2013 Wine + Grape EXPO was made possible by the generous support of our community

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Raymond Vineyards
Teaderman Vineyards

TREMENDOUS THANKS

Earthwurks and Donny Edwards
Seminar Glassware provided by Riedel
Volvo Rents

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Napa County Agricultural Commissioner's Office	UC Cooperative Extension
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WELCOME TO THE 2013 WINE + GRAPE EXPO

As we wrap up a truly fantastic vintage here in the Napa Valley, it is our pleasure to host the 2013 Wine + Grape EXPO. This is your opportunity to check out new equipment, learn about various vineyard services, share ideas, make new contacts, and hear from colleagues and experts about what's happening in our industry. Our commitment to quality depends on an informed approach to growing fantastic grapes and making high-quality wine – and this is your chance to stay informed.

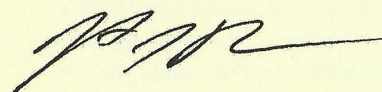
We would like to express sincere gratitude for our sponsors, who have given generously in support of this event and our local industry. Without their help, we simply would not have this event.

We would also like to thank our exhibitors, many of whom have come great distances to engage with Napa Valley and North Coast grapegrowers like yourselves. Please take advantage of this unique opportunity to have so many top vendors in one place. Also, don't forget to stop by the Napa Valley Grapegrowers booth. If you farm grapes and you're not already a member, we'd love to talk to you about joining.

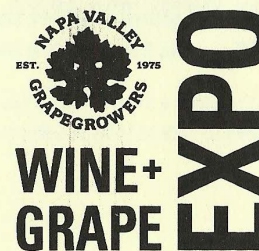
Lastly a huge thanks to the Wine + Grape EXPO Planning Committee, who have worked so hard in planning this event, and to the staff, board and members of the Napa Valley Grapegrowers – who are behind this whole event, from conception to execution.

Be sure to join us for a glass of wine at the conclusion of today's program – as we celebrate the harvest of 2013!

Enjoy the day,



Jon Ruel
President
Napa Valley Grapegrowers



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OUR MISSION

To preserve and promote Napa Valley's world-class vineyards

WHO WE ARE

The Napa Valley Grapegrowers is a community of wine industry leaders committed to working together to advance the heritage and reputation of the Napa Valley appellation.

Representing the majority of planted vineyard land in Napa County, the NVG is passionate about helping growers produce quality grapes in a sustainable fashion that enhance their value and preserve Napa's long history of world-class winegrapes.

As a steward of the land and a resource to its members, the Napa Valley Grapegrowers provides educational seminars, events and services that assist growers in addressing the issues they face, while preserving Napa Valley's unique grapegrowing heritage for the members of tomorrow.

The NVG represents over 650 Napa County grapegrowers, vineyard owners and associate businesses.

NVG OFFICERS

Jon Ruel: President, *Trefethen Family Vineyards*

Steve Moulds: Vice President, *Moulds Family Vineyard*

Garrett Buckland: Treasurer, *Premiere Viticultural Services*

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NVG FARMWORKER FOUNDATION**MISSION**

To support and enrich the lives of Napa County vineyard workers and their families by providing educational opportunities, advanced training programs, and promoting a safe and healthy work environment.

2013 ACHIEVEMENTS

In 2013, the NVG Farmworker Foundation will reach over **2,600 vineyard workers** and their families and expand its educational programming by over 70%. Through the generous donations from last year the foundation was able to add beginning and intermediate level English classes, tractor operator and safety courses, and develop a scholarship program. NVG's steadfast commitment to the betterment of our farmworker community is driven by our conviction to building and supporting a sustainable workforce, and the work of the NVG Farmworker Foundation is critical to achieving this goal and to the continued success of the Napa Valley wine industry.

2013 EDUCATIONAL PROGRAMS

- Farmworker Education Workshop
- Napa County Pruning Contest
- Farmworker Field Day – Part I
- Tractor Operator & Train-the-Trainer Course
- English Literacy Program – Intermediate Course
- Farmworker Field Day – Part II
- English Literacy Program – Beginning Course
- Día de la Familia
- Farmworker Field Day – Part III
- Leadership & Management Training
- Wine + Grape EXPO Spanish Program

Total # of Farmworkers Educated 2,617

Total # of Hours of Education Offered 126

To learn more or make a donation to the NVG Farmworker Foundation, please contact the NVG office at 707-944-8311 or info@napagrowers.org.

2013 WINE + GRAPE EXPO – SCHEDULE OF EVENTS

THURSDAY, NOVEMBER 14, 2013

- 7-8am **Advances in New Technology – In Spanish**
Cabernet Hall Avances Tecnológicos
- 8am-3pm **Tradeshaw**
Chardonnay & Outdoor Pavilion
- 8:30am **Equipment Demonstration**
Outdoor Stage *Belcorp Ag*
- 9am **Comparative Tasting – Pierce’s Disease Resistant Varieties**
Chardonnay Hall
- 9:30-10:30am **What Makes a Vintage – In Spanish**
Cabernet Hall Factores Ambientales y Culturales que Afectan una Cosecha
- 9:30am **Novel Grapevine Red Blotch Virus Photo Gallery and Update on Vineyard Disease Control**
Outdoor Stage *Eurofins STA Laboratories*
- 10-11:30am **Seminar 1**
Merlot Hall **Between the Evocative & Precise: a Discussion of Aroma in Wine - With Tasting**
- 11am-2pm **Lunch by SMOKE Open Fire Cooking**
- 11am **Field Performance of New Grapevine Product Formats**
Outdoor Stage *Duarte Nursery*
- 12:30pm **Comparative Tasting – Pierce’s Disease Resistant Varieties**
Chardonnay Hall
- 1pm **Sampling Strategy and Statistics – Practical Considerations**
Outdoor Stage *Agri-Analysis*
- 1:30-2:30pm **Seminar 2**
Merlot Hall **Mastering Balance and Vineyard Expression Through Lower Alcohol Wines**
- 2:30pm **Industry Wine Reception**
Chardonnay Hall
- 3-4pm **Special Presentation**
Merlot Hall **Red Blotch: What do we know?**

SEMINAR SCHEDULE**CHARDONNAY HALL****9am & 12:30pm – Pierce’s Disease Resistant Winegrapes – with Comparative Tasting***Dr. Andy Walker, UC Davis*

PD resistant winegrapes are nearing release. Come taste and share your opinion on blended and single selection wines from highly resistant grapevines. *9am and 12:30pm seminars are the same. Limit 40 people per session.*

MERLOT HALL**10am – Between The Evocative And The Precise: A Discussion Of Aroma In Wine – With Comparative Tasting***Alyssa Harad, Author, “Coming to my Senses”**Dawnine Dyer, Dyer Vineyards**Dan Dawson, Back Room Wines*

How do we smell, and what biological factors are at play when we define aroma in wine? Speakers will lead attendees through a fascinating examination of the various ways that we describe aromas and flavors, and how we use descriptions both to remember aromas and to communicate – to consumers, each other, and the press.

1:30pm – Mastering Balance and Vineyard Expression Through Lower Alcohol Wines*Jon Bonné, Wine Editor, SF Chronicle**Duncan Arnot Meyers, Arnot-Roberts**Paul Draper, Ridge Vineyards**Nick Gislason, Screaming Eagle**Steve Matthiasson, Matthiasson & Premiere Viticultural Services*

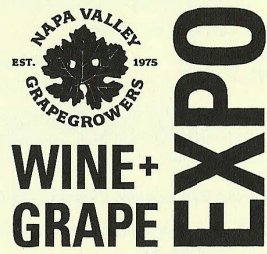
Join this discussion about how vineyard and winery practices shape wine style, and how it can change over time. Is there a trend toward lower alcohol wines in Napa? If so, the panel will explore what may drive that shift and how various brands look to their vineyards to define wine style.

SPECIAL PRESENTATION**3pm – Red Blotch: What Do We Know?***Dr. Marc Fuchs, Cornell University*

Dr. Fuchs is a leader in plant pathology and is currently working on Red Blotch and its effects on vineyards. Red Blotch is an emerging disease with a newly-associated virus, and current efforts are to determine the biology, ecology, and effect on vine health of this recently-recognized viral disease. Research outputs will be presented and discussed in terms of management options.

OUTDOOR STAGE

LUNCH



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CHARDONNAY HALL COMPARATIVE WINE TASTING					
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TO CABERNET HALL					
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ENTRANCE

SPANISH SEMINAR SCHEDULE – SESIONES EN ESPAÑOL

CABERNET HALL

WEDNESDAY, NOVEMBER 13

12:30pm – 2:30pm – How Supervisors Can Sustain Work Productivity, Quality And Positive Relations By Effective Problem Resolution, Coaching And Corrective Counseling*Jess Gomez, Jess Gomez & Associates*

Most workers are capable and willing to perform to a supervisor's work expectations. However, at times, due to a variety of reasons, a worker will fail to meet reasonable work expectations or will behave in a manner that is disruptive to the crew and the work. What pro-active useful steps can supervisors and crew leaders take when such a situation arises?

3pm – 5pm – What Workers Must Do To Contribute To Their Own Success And Achieve Positive Work Outcomes*Jess Gomez, Jess Gomez & Associates*

It's one thing for a winery or grape grower to achieve success; it's another to sustain it. Teamwork is absolutely necessary for sustaining success in today's fast paced, complex and challenging work and wine industry environment. When workers, Leads, Supervisors and Managers work together, in unison, with a common purpose and do their respective parts to meet a clear goal, lots of good things happen. Quality is there, performance targets are met and ultimately great wine is bottled and sold to delighted consumers.

THURSDAY, NOVEMBER 14

7am – Advances in New Technology**Avances Tecnológicos***Ruben Flores, Walsh Vineyards Management*

Advances in technology have led to an increase in quality, efficiency and sustainability. This session will focus on the latest advances from weather stations to iPads and provide an in depth discussion about why these practices are used in daily vineyard operations.

8am – Guided Tradeshow Tour**9:30am – What Makes A Vintage? – With Tasting****Factores Ambientales Y Culturales Que Afectan Una Cosecha***Michael Sipiora, Huneeus Vintners*

Learn about the key variable factors in weather [temperature, growing degree days, solar radiation, and precipitation] that occur each year that ultimately affect quality and quantity of a vintage including grapevine phenology, fruit set, growth and fruit development.

Moderated by: Arnulfo Solorio, Silverado Farming Company

OUTDOOR PRESENTATION SCHEDULE

OUTDOOR STAGE

8:30am – Belcorp Ag – Equipment Demonstration*Jerry Smith, Belcorp Ag***9:30am – Novel Grapevine Red Blotch Virus Photo Gallery And Update On Vineyard Disease Control***Dr. Judit Monis, Eurofins STA Laboratories*

Grapevine diseases affect grape quality and ultimately wine flavor and color. The most practical way to avoid problems in the vineyard is to plant pathogen-free vines. However, grapevine disease-causing organisms may be already present and established in the vineyard. The presentation will provide information that will help vineyard managers, nursery personnel, and growers recognize disease and apply methods for disease management and control. An update of Grapevine red blotch virus testing and novel photo gallery with different variety symptoms will be presented. Our expert plant pathologist, Dr. Judit Monis, will be available at the presentation and at booth # 214 to answer all you grapevine disease related questions.

11am – Field Performance Of New Grapevine Product Formats*John Duarte, Duarte Nursery
Stefan Daniels, Duarte Nursery*

In recent years Duarte Nursery introduced the MagnumVine, UberVine and Tall Pot Benchgraft grapevine. All of these additional formats fall on the widely recognized success of the Big Pot Benchgraft grapevine. Growers are seeing important results with enhanced productivity due to these new formats. John Duarte and Stefan Daniels of Duarte Nursery will present new planting cases discussing these product formats.

1pm – Sampling Strategy And Statistics – Practical Considerations*Alan Wei, Agri-Analysis*

Growers frequently ask the question of how many samples to take in order for their testing results to reasonably represent the true condition of their vineyards and/or new planting materials. In this presentation, Dr. Wei will share his experience in advising and learning from clients. Topics will include: a) theoretical sample numbers for given population size; b) various sampling strategies used by growers; c) individual samples versus composite samples; d) Confidence level, margin of error and infection rate.

Moderated by: Jose Chang, Napa County Ag Commissioner's Office

EXHIBITORS

A & J VINEYARD SUPPLY 114	AMERICAN SANITATION 424
Vineyard Supplies St. Helena, CA 707-963-5354 aj-vineyardsupply.com	Portable Vineyard Bathrooms Napa, CA 707-224-8258 american-sanitation.com
A&L WESTERN AG LABS 302	ANU WINE STORAGE & FULFILLMENT 211
Testing lab Modesto, CA 209-529-4080 al-labs-west.com	Wine Storage Napa, CA 707-226-6900
ACADIAN SEAPLANTS 318	BAY AREA AIR QUALITY MANAGEMENT DISTRICT 309
Marine Plant Products Santa Maria, CA 805-801-5238 acadianagritech.com	Environmental Regulatory Agency San Francisco, CA 415-749-4914 sparetheir.org
AGAJANIAN INC. 101	BELKORP AG 403
Wine Grape Merchant & Bulk Wine Negotiant Madera, CA 559-448-0558 agajanian.com	Vineyard Equipment Calistoga, CA 707-479-0587 belkorpag.com
AGCODE, INC. 201	BERGIN GLASS IMPRESSIONS 103
Vineyard Management Software Glenwood, MN 877-250-8435 agcode.com	Label Providers Napa, CA 707-224-0111 berginlass.com
AGRIAN INC. 226	BIN TO BOTTLE 108
Software Fresno, CA 559-437-5700 agrian.com	Custom Crush Napa, CA 707-317-4510 bintobottle.com
AGRI-ANALYSIS 119	BIOFLORA 220
Plant and Seed Testing West Sacramento, CA 800-506-9852 agri-analysis.com	Organic Fertilizer Goodyear, AZ 623-932-1522 bioflora.com
AGRIOZIEIN INTERNATIONAL 98	BOERGER, LLC 409
Ozogation Lindsay, NE 401-428-9090 agrioziein.com	Pumps & Grinders Chanhassen, MN 612-435-7300 boerger.com
AGROTHERMAL SYSTEMS 326	BSG WINE 224
Thermal Treatment Technology Walnut Creek, CA 707-287-1511 agrothermalsystems.com	Winemaking Ingredients & Products Napa, CA 707-252-2550 bsgwine.com
AGSAFE 102	CAL-PACIFIC SUPPLY 412
Safety, Health & Human Resources Education Modesto, CA 209-526-4400 agsafe.org	Pruning Tools, Safety Equipment Madera, CA 559-662-8681
AL & L CROP SOLUTIONS 222	CALIFORNIA GROWER FOUNDATION 126
Laboratory, Professional Services Davis, CA 530-386-3270 allcropsolutions.com	Employee Benefits St. Helena, CA 707-963-7191 calgrower.org
ALLIED GRAPE GROWERS 221	CASA CRISTAL NURSERY, INC. 229
Wine Grape Growers Association Fresno, CA 559-276-7021 alliedgrapegrowers.com	Grapevine Nursery Delano, CA 661-792-6468 casacristal.com
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Financial Services Santa Rosa, CA 707-545-1200 agloan.com	Vineyard Supplies, Trellising, Irrigation St. Helena, CA 707-967-4300 cvbsupply.com

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Wireless sensors Milpitas, CA 408-482-2822 cermetek.com	Analytical Laboratory Santa Paula, CA 805-392-2032 fglinc.com
CHRIS MALONEY CROP INSURANCE - AMERICAN AG CREDIT 107	GOWAN USA, LLC 223
Insurance Petaluma, CA 707-768-8498 cmcrop.com	Crop Protection Products Overland Park, KS 913-871-1730 gowanco.com
COASTAL VITICULTURAL CONSULTANTS 122	GREAT AMERICAN CROP INSURANCE 304
Vineyard Consulting Angwin, CA 707-965-3700 coastalvit.com	Crop Insurance Fresno, CA 559-300-2080
CROP PRODUCTION SERVICES 318	GREEN VALLEY TRACTOR, INC. 415
Crop Protection Products Sebastopol, CA 707-695-5395 cpsagu.com	Tractors and Vineyard Equipment Fairfield, CA 707-425-8933 greenvalleytractor.com
DELLAVALLE LABORATORY, INC. 99	GRIPPLE INC. 125
Agricultural Laboratory and Consulting Fresno, CA 559-233-6129 dellavallelab.com	Vineyard Supplies (Trellising & Anchoring) Aurora, IL 830-952-2113 gripple.com/us
DUARTE NURSERY 401	GUALA CLOSURES NORTH AMERICA 127
Grapevine Nursery Hughson, CA 209-531-0351 duartenursery.com	Closures, Screw Caps Napa, CA 707-603-2845 gualaclosures.com
EAST BAY MUNICIPAL UTILITY DISTRICT 416	GUILLAUME GRAPEVINE NURSERY 307
Trucked Winery Waste Disposal Service Oakland, CA 510-287-1632 ebmud.com/truckedwaste	Grapevine Nursery Knights Landing, CA 530-735-6821 guillaumenursuries.com
ENVIROTECH SERVICES, INC. 219	HANNA INSTRUMENTS 328
Dust Control Reno, NV 775-742-3983 envirotechservices.com	Testing equipment for Wine Analysis Smithfield, RI 800-426-6287 hannainst.com
ETCHED IMAGES, INC. 213	HERRICK GRAPEVINES 123
Bottle Etching & Design Napa, CA 707-495-1650 etchedimages.com	Grapevine Nursery St. Helena, CA 707-967-8000 herrickgrapevines.com
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Analytical Laboratories Gilroy, CA 515-245-3590 eurofinsus.com/stalabs	Manufacturer Fresno, CA 559-228-3311
EURO-MACHINES, INC. 406	LH ORGANICS 305
Vineyard & Winery Equipment Fairfield, CA 707-864-5800 euromachinesusa.com	Natural Vineyard Supplies Moraga, CA 925-360-7258 lhorganics.com
FLASH WINE TECHNOLOGIES 319	MAGORIAN MINE SERVICE 121
Custom Processing Service Napa, CA 707-310-4925 flashwinetechnologies.com	Wine Cave Contractor Auburn, CA 707-249-9260 magmineserv.com

MARRONE BIO INNOVATIONS 120	PELLENC AMERICA, INC. 408
Pest Management Davis, CA 530-302-8217 marronebio.com	Vineyard & Winery Equipment Santa Rosa, CA 707-568-7286 pellenc.com
MARTINEZ ORCHARDS, INC. 324	POLYTECH INDUSTRIAL INC. 97
Grapevine Nursery Winters, CA 530-795-0859 martinezorchards.com	Industrial Flooring Fresno, CA 559-994-6915 polytechindustrialcoatings.com
MERCIER CALIFORNIA, LLC 100	POWER INDUSTRIES 303
Grapevine Nursery Vacaville, CA 707-207-1249 merciercalifornia.com	Wholesale Distributor of Vineyard & Winery Supplies Napa, CA 707-252-7333 powerindustries.com
MG EQUIPMENT CO 413	PRECISION WIRELESS SERVICE 104
Equipment Vineburg, CA 510-813-2046	Communication Systems Windsor, CA 707-836-6855 precisionradio.com
MONVERA GLASS DÉCOR 209	PREMIERE VITICULTURAL SERVICES 317
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O'CONNELL JETTING SYSTEMS 420	RAY CARLSON & ASSOCIATES, INC. 204
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Energy San Francisco, CA 303-782-5000 pge.com	Vineyard Materials Ivlyand, PA 800-237-4594 spectrellising.com
PAYROLL MASTERS 310	ST. HELENA AGRICULTURAL SERVICES 410
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