



Vineyard Water Conservation Field Day

August 16, 2013 ♦ 4001 Hwy 128, Geyserville, Alexander Valley

- 8:30am Opening remarks by **Nick Frey** for Sonoma County Winegrape Commission
- 8:40-9:00am Current State of the Water Supply in the Russian River Basin by **Pamela Jeane**,
Sonoma County Water Agency
- 9:00-10:00am Program presentations

Rhonda Smith, *UCCE Viticulture Farm Advisor*

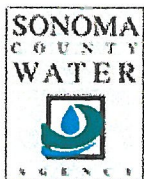
- The use of real-time weather data in frost protection
- BMPs for proper triggering of overhead sprinklers and wind machines
- Frost protectant materials

Mark Greenspan, *Advanced Viticulture*

- Research data on the Middle Reach of the Russian River
- Water conservation through avoidance of premature irrigation initiation
- Water conservation through avoidance of overwatering and water migration outside the root zone
- Soil and plant monitoring devices to aid in irrigation decisions for increased water use efficiency
- Determining proper site-specific irrigation regimes appropriate for various soil types and condition of vineyard blocks

- 10:00am Carpool to vineyard locations for soil pit review
- 11:30am Return to 4001 Cellar for lunch and tasting of wines made from the different levels of
irrigated field trial blocks as led by Tom Gore, CWUS/Simi Winery

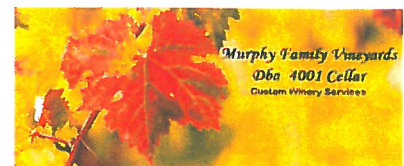
*We'd like to thank the following sponsors for making it possible to offer Field Day at no charge:
Volvo Rents, 4001 Cellar and Sonoma County Water Agency.*



*Working Together for
Water Tomorrow*



VOLVO RENTS WORKS FOR YOU



*We'd also like to thank **Tom Gore** of CWUS/Simi Winery and the **Hafner Family** of Hafner Vineyard for their participation and cooperation in the WSARE field trials and Field Day event.*

This project was partially funded by the Western Sustainable Agriculture Research and Education Program. For more information, visit their website at: <http://wsare.usu.edu> or call 435-797-2257.

SAVE THE DATE!

Smart Marketer Seminar, August 15, 2013

by Karen Thomas

Join us for the next Smart Marketer Seminar scheduled for August 15, 2013 at the Hilton, Santa Rosa. Pre-registration is requested by August 12. Glenn Proctor of Ciatti Company will speak and answer questions on current market trends regarding the demand for bulk wine and grapes, crop size estimates and crop quality after the growing season's rain and intense heat events.

Also on the agenda will be a sneak preview to Sonoma County Branding 2.0 with a focus on sustainability platform as presented by Karissa Kruse, SCW President. Hear it here first!

Check-in begins at 3:45pm and the Seminar begins promptly at 4:00pm. RSVP by August 12 to: www.sonomawinegrape.org/smartmarketer. For questions or information, contact Karen at 707-522-5862 or karen@sonomawinegrape.org.

2013 Sustainable Winegrowing

Field Day, August 8, 2013

by Karen Thomas



Jeffrey Zick explains the Lipco Tunnel Recycling Sprayer to attendees at the May IPM meeting at Rued Vineyard in the Dry Creek Valley

Vineyard Water Conservation Field Day, August 16, 2013

by Karen Thomas

RSVP to attend by August 9 for an informational meeting on water conservation research findings and methods taking place in Alexander Valley. The meeting takes place on August 16, from 8:30am until 11:30am. Growers interested in water conservation practices for vineyard irrigation and frost protection are welcome to attend. Space is limited to 30 growers.



The information presented is from Western SARE grant research projects currently managed by the Sonoma County Winegrape Commission in conjunction with **Rhonda Smith**, UCCE Viticulture Farm Advisor, **Mark Greenspan** of Advanced Viticulture, and **Tom Gore** of CWUS/Simi Winery.

Water Conservation Field Day agenda details and registration are found in the current Sonoma County Winegrower eblasts and on the Winegrower website: www.sonomawinegrape.org. For more information or to register contact Karen at 707-522-5862 or karen@sonomawinegrape.org.

Don't miss this yearly event on Thursday, August 8 at Shone Farm from 7:30am until 1:00pm. This event focuses on all things IPM, organic and sustainable with a focus on current research and best management practices. A partnership with the SRJC's Ag and Natural Resource Department and California Sustainable Winegrowing Alliance (CSWA) enables this event to be offered at no charge to Sonoma County grape growers. Please register to attend by August 5 at: www.sonomawinegrape.org/fieldday.

At newsletter publication deadline, the lineup of presenters includes:

- **Laura Breyer**, Breyer's Vineyard IPM Service — IPM Season Highlights;
- **Dr. Doug Gubler**, UC Davis — Fungicide Resistance Management and Prevention for Grapevine Diseases;
- **Sue Ostrom**, Sonoma County Chief Deputy Agricultural Commissioner — Laws & Regulations Update. Pesticide use reporting requirements, proper disposal of old pesticides, and EGVM quarantine update and management information;
- **Jeffrey Zick**, Unti Vineyards — Reducing Pesticides with Modern Spray Technology: The Lipco Tunnel Recycling Sprayer; and
- **Kathy Kellison**, Partners for Sustainable Pollination — Bee Friendly Farming. Cultivating and nurturing nectar and pollen sources for native pollinators, beneficial insects and honey bees.

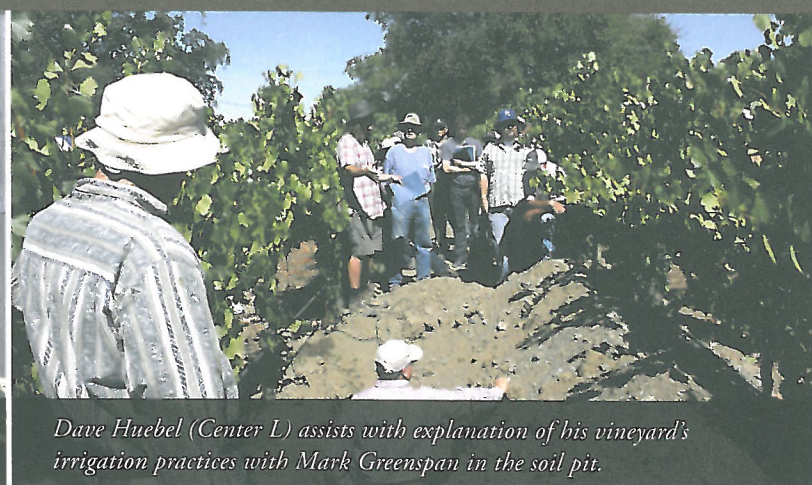
There is no charge to attend. CEU hours including ½ hour of Laws & Regulations will be applied for.

Field Trials Demonstrate Vineyard Water Conservation for Irrigation and Frost Protection

by Karen Thomas



Rhonda Smith explains springtime temperature inversion conditions, with help from Nick Frey holding up the visuals.



Dave Huebel (Center L) assists with explanation of his vineyard's irrigation practices with Mark Greenspan in the soil pit.

On August 16, the Sonoma County Winegrowers organized an informational Vineyard Water Conservation Field Day to 49 growers, vineyard managers and others on water conservation practices taking place in Alexander Valley. The meeting included a tour of two backhoe pits demonstrating irrigation requirements taking place at vineyards with two different soil types.

The information presented was partially funded by the **Western Region Sustainable Agriculture Research and Education Grant**. This project is currently managed by the Sonoma County Winegrape Commission in conjunction with **Rhonda Smith, UCCE Viticulture Farm Advisor, Mark Greenspan of Advanced Viticulture, and Tom Gore of CWUS/Simi Winery. David Huebel of Hafner Vineyard and Pamela Jean of the Sonoma County Water Agency** also participated in the Field Day activities.

Participant evaluations of the Water Field Day were overwhelmingly positive. Viewing backhoe pits for root depth was noted as “informative” and “stimulating” to clearly understand “how water applications could be better timed for conservation.” Mark Greenspan briefly discussed determining efficient site-specific irrigation regimes appropriate for various soil types and condition of vineyard blocks. Water conservation goals could be reached through avoidance of premature irrigation initiation and avoidance of overwatering and water migration outside of the root zone. The key take away was to use irrigation intervals that keep water in the root zone where it can be accessed by the vine.

Rhonda Smith led the water use for frost protection field trials. The use of real-time weather data and BMPs for proper triggering of overhead sprinklers and wind machines are critical tools in the effort to conserve water resources during frost events. A study of first year evaluations of springtime temperature inversion conditions was discussed and a handout with findings passed out to participants. Measuring the springtime temperature inversion conditions for the proper placement of wind machines for best

results and performance resulted in data most useful and beneficial to grape growers to obtain optimum water saving results.

This Field Day was offered free of charge thanks to the generosity of our sponsors: **Volvo Rents, Jim Murphy** and staff from **4001 Cellars**, and **Sonoma County Water Agency**. SCW also thanks **Tom Gore of Constellation Wines US, the Hafner family and David Huebel of Hafner Vineyard** for their support in lending their properties for the field trial.

Grape growers interested in water conservation practices for vineyard irrigation and frost protection may find additional information on the SCW website: www.sonomawinegrape.org.

District 3 Assessment Rate for Harvest Year 2013

by Ginger Baker

The Sonoma County Winegrape Commission Board has set the 2013 assessment rate at 0.5% (one half percent) of the gross dollar value of District 3 wine grapes sold by growers to vintners. This assessment is used to fund marketing programs that promote the grower community and build the Sonoma County brand, as well as provide educational seminars and tools for Sonoma County grape growers.



SCWC Vintner letters and forms for assessment collections can be found at www.sonomawinegrape.org/2013-assessment.

If you have any questions, please contact Ginger Baker at 707-522-5864 or ginger@sonomawinegrape.org.



1. Please let us know how useful today's program on water conservation was to your work

	Very Useful	Somewhat Useful	Uncertain	Not useful	Rating Average	Rating Count
Frost Protection	73.3% (11)	20.0% (3)	0.0% (0)	6.7% (1)	1.40	15
Irrigation	75.0% (12)	25.0% (4)	0.0% (0)	0.0% (0)	1.25	16
					answered question	16
					skipped question	0





2. Given what you have learned today, are you going to continue with the same approach or will you change a farming practice? Please be specific

		Response Percent	Response Count
Frost Protection		90.9%	10
Irrigation		90.9%	10
		answered question	11
		skipped question	5

3. What is your connection with wine grapes?

		Response Percent	Response Count
Owner		66.7%	4
Manager		33.3%	2
	Other (please specify)		9
		answered question	6
		skipped question	10

4. How many acres do you own?

		Response Percent	Response Count
1-5		20.0%	2
6-25		10.0%	1
26-50		0.0%	0
51-100		40.0%	4
101-500		30.0%	3
500+		0.0%	0
		answered question	10
		skipped question	6

5. Any other comments?

**Response
Count**

13

answered question

13

skipped question

3

Blank

Q2. Given what you have learned today, are you going to continue with the same approach or will you change a farming practice? Please be specific

Frost Protection

1	No.	Aug 19, 2013 10:32 AM
2	Check viability wind machines at my site.	Aug 19, 2013 10:30 AM
3	Very informative, our vineyard has no frost protection as we are on a windy hill.	Aug 19, 2013 10:28 AM
4	I'll be incorporatign the improved forecasts into my system.	Aug 19, 2013 10:27 AM
5	Same.	Aug 19, 2013 10:25 AM
6	No, already follow the guidelines.	Aug 19, 2013 10:23 AM
7	Wait until vines leaf out to access weather situation.	Aug 19, 2013 10:21 AM
9	Potentially, but I can't say.	Aug 19, 2013 10:20 AM
10	Do not apply.	Aug 19, 2013 10:19 AM
11	Will affect planning when preparing for new vineyard development	Aug 19, 2013 10:16 AM

Irrigation

1	Yes. Help vinegrowers water less and at better times.	Aug 19, 2013 10:32 AM
2	Lay off some non-critical irrigation during late season.	Aug 19, 2013 10:30 AM
3	Also very helpful, especially for explaining why we keep the water potentials around 10 to the owner.	Aug 19, 2013 10:28 AM
5	I learned last year that my heavy clay soil needs less water than originally anticipated. This talk confirmed this discovery.	Aug 19, 2013 10:25 AM
6	Yes, hold off seedy irrigation and look more closely at soil profiles.	Aug 19, 2013 10:23 AM
7	Monitor soil moisture.	Aug 19, 2013 10:21 AM
8	Think about using less water.	Aug 19, 2013 10:20 AM
9	Maybe.	Aug 19, 2013 10:20 AM
10	More products for sensing data.	Aug 19, 2013 10:19 AM
11	Need to know how to plan properly	Aug 19, 2013 10:16 AM

Q3. What is your connection with wine grapes?

1	Manager of water pumps	Aug 19, 2013 10:32 AM
2	Owner and Manager.	Aug 19, 2013 10:30 AM
3	Consultant	Aug 19, 2013 10:29 AM
4	Viticulturist	Aug 19, 2013 10:28 AM
5	Viticulture Intern	Aug 19, 2013 10:28 AM
6	Government	Aug 19, 2013 10:26 AM
7	Ag Engineer, Irrigation Designer, and Frost Protection Designer	Aug 19, 2013 10:25 AM
8	Viticulturist	Aug 19, 2013 10:23 AM
9	Intern	Aug 19, 2013 10:20 AM

Q5. Any other comments?

1	Background was a bit noisy. It was difficult to hear speakers at times.	Aug 19, 2013 10:32 AM
2	New development: extra values to water block in sub-areas to meet smaller are water demands.	Aug 19, 2013 10:30 AM
3	Good comments from vineyard guys as well.	Aug 19, 2013 10:29 AM
4	The handouts are useful, thanks!	Aug 19, 2013 10:28 AM
5	Great information. Demonstration sites really stimulated understanding.	Aug 19, 2013 10:26 AM
6	Great information - should be shared. Show the public what good work conservation, etc. can do.	Aug 19, 2013 10:26 AM
7	Tough to hear all the time. Time of the year is pretty busy. A lot of empirical data, tough to relate to but stimulating. 3.5 acres of walnuts dry farmed. Looking to integrate more edibles with minimal irrigation.	Aug 19, 2013 10:25 AM
8	Irrigation talk covered some interesting topics. I liked the conversation of talks and soil pits.	Aug 19, 2013 10:23 AM
9	Backhoe pits were revealing. The Field Day was informative. Thank you.	Aug 19, 2013 10:21 AM
10	Good refresher of my college coursework; good to learn some more grape-specific information.	Aug 19, 2013 10:20 AM
11	Less about Lake Mendocino - understand need to conserve water.	Aug 19, 2013 10:19 AM
12	Frost Protection: Information was easy to understand, summary was clear and allowed audience to feel connected. Great speaker! Irrigation: Tom's information was clear and useful, thank you. Mark has a hard time getting his "clear" message across and it also feels like he's trying to drum up business. Repeat topic for Mark.	Aug 19, 2013 10:18 AM
13	Thanks!	Aug 19, 2013 10:16 AM