



## Independent Grape Growers Paso Robles Area

Volume 12, Issue 4    President-Ken Bray    Editor-Sharen Rund Bloechl

### CONGRATULATIONS To Our 2014 Scholarship Winners!!



**Adam Hinrichs**  
Agricultural Engineering

My interest in agricultural engineering comes from my involvement in both engineering and the agriculture industry. My activities in the National FFA Organization, as well as the engineering class at my high school, are the definitive experiences which lead to my interest in agricultural engineering.

Through the National FFA Organization, I have shown market goats at my local fair for four years. Showing market goats has not only given me an interest in agriculture, it has made me a more responsible individual and taught me to be persistent. Due to my persistence, won Reserve FFA Champion Market Goat at the 2011 fair. Being in the FFA has also exposed me to agricultural issues, and speaking contests I participate in make me a better speaker and a more active advocate for agriculture. This allows me to influence my community, art agricultural one, with my knowledge of current issues and the ability to take action to resolve those issues. I am also taking an alternative energy/engineering class at my high school. The class has raised my awareness of energy issues, while also spiking an interest in engineering. Engineering major would give me the opportunity to bring changes to the world by creating and innovating the technology of tomorrow. I find engineering an exciting and useful topic. Taking a job in engineering would benefit my community a great deal, since engineers are in high demand and are needed for many diverse projects.

(Continued page 13)



**Linda Jaimez:**  
Viticulture Major

My parents came to the United States wanting a better future for their children, leaving behind their own families. They made that decision so my siblings and I in the future can prosper and receive a

good education. Both my parents have struggled to get me where I am today. Seeing the struggle my parents have faced in this country, I am determined to finish my education by receiving a bachelor's degree from Fresno State. One of my goals is to make my parents proud of my accomplishments, and to achieve my own goals in life, which is to bring out the best of my abilities.

At the beginning of my education in kindergarten, I didn't know any English at all. Later in high school I was an active member of AYID, a program I am thankful for leading the way to my dream of attending college. All through high school I took the more advanced classes including honor classes. I was very much involved in several clubs and in my senior year managed to form a group at the Flamson Middle School, which targeted Latinas who had issues in their behavior and grades. By the end of the year, many of the girls achieved a grade point average they would have never thought of having. It was great working with Latinas who didn't get that support from their parents as I did. It was fulfilling for me to give back to the community because as I have already mentioned at a younger age I didn't know any English at a young age. At first I saw myself majoring in Interior Design in the first years of high school, but living in the Paso Robles area

(Continued page 13)

## BOARD OF DIRECTORS 2014

**PRESIDENT** – Ken Bray  
805-459-6075  
bray@kobravineyard.com

**VICE PRESIDENT** – Lowell Zelinski  
805-434-3331  
lowell@precisionaginc.com

**SECRETARY** – Judy Andersen  
805-466-9872  
Judyandersen41@gmail.com

**TREASURER** – Bob Fonarow  
805-227-4424  
bobfonarow@att.net

**ASSOCIATE MEMBERSHIP COMMITTEE:**  
Joe Irick 805-237-2309

**Membership** Glen Bills 805-237-9993  
gbills48@gmail.com

### BOARD MEMBERS:

Judy Andersen, Glen Bills, Ken Bray, Steve Felten,  
Bob Fonarow, Serena Friedman, Joe Irick, Maria  
Montijo-Goldman, Lowell Zelinski

### COMMITTEE CHAIRS:

**Social** – Linda Galano 408-718-4503

**SEMINARS**—Laura Wilson-Liu 805-400-8099

**Historian** – Mike Collins 805-462-0171

**MARKETING** – AR & Co, LLC.

Angela Robinson 805-239-4443

**Scholarship**—Bob Fonarow 805-227-4424

**Special Events** — Michelle Hido 310-795-7263

**Newsletter** Sharen Rund Bloechl 805-462-3489  
usaindustries@pacbell.net

**Website** Angela Robinson

**Web Master** – AR & Co. PR & Marketing  
angela@arandcompany.com

**President Emeritus** – Richard Sauret  
805-467-3998  
sauretvines@gmail.com

## 2014 IGGPRA CALENDAR

All dates/seminars are subject to change.  
Contact ANY board member to offer your sug-  
gestions for upcoming  
seminars!

July	Seminar	TBD
Aug	Social	Robert Hall 4:30-7:30pm Winery
Oct 18	Social	Rolling Hills 2-6pm
Dec 13	Social	San Miguel 6-9pm Parish Hall

### Planned Seminars for 2014:

Seminars will be held every other  
month except for October and December.

Here is a listing of the proposed semi-  
nar topics and months for 2014. Once the loca-  
tions and dates are confirmed we will let you  
know.

- > July- Rootstocks and Clones
- > September- Industry Forecast and Marketing
- > Oct- No seminar
- > November- putting the vineyard to sleep/ hir-  
ing vineyard management/financing options
- > January 2015- crop insurance



5K Vines to  
Wines, Satur-  
day July 12,  
8am-12:30pm



American Vineyard  
Grape Expo  
Nov 14

## Wine & Dine

♪♪♪♪ It's summertime, summertime, sum,  
sum, summertime! ♪♪♪♪



It's time for Hot  
Dogs 'n Hamburg-  
ers! How many  
ways can you top  
them?

Growing up it  
was always ketch-  
up & mustard,  
relish & onions,

maybe sauerkraut or chili on the Hot Dog and  
ketchup & mustard or tomatoes, lettuce, on-  
ions, maybe cheese on the hamburger.

Today you can still have all that but many  
people are looking for that 'gourmet' version  
of the old favorites. They may start with the  
bun: regular old white, or maybe wheat or the  
new craze pretzel buns., or tortillas. Plus you  
can choose whether you want hot dogs or  
some of the new gourmet varieties or one of  
numerous sausages available like apple chick-  
en, garlic, Andouille, linguica, chorizo, Italian,  
polish. . .the list goes on.

After that you can stuff your hot dog or top  
your burger with your favorite cheese and  
wrap it with bacon. Speaking of stuffing—how  
about cheese stuffed hamburgers? One of my  
long time favorites is to use a package of Lip-  
ton onion soup mix with the ground meat to  
add extra flavor while grilling. Again, there's  
choices to be made when it comes to the  
meat, beef, pork, chicken/turkey, buffalo, Ital-  
ian, etc or a mix of several meats, ground  
shrimp,—or tofu/vegan mix.

OK, now you have your bun and choice of  
grill. Once you've decided the bun, the filling  
NOW you get to figure out what topping/s.  
[not including ketchup, mustard—yellow,  
brown, horseradish—, mayonnaise]. Create a  
buffet line of yummy toppings to choose from,  
then work your way through to create new  
and interesting hot dogs or burgers—most  
important have fun!.

I checked out numerous online menus and  
found a plethora of toppings to mix and match

- Tomatoes,
- Lettuce [spinach, arugula,, radicchio, cab-  
bage, etc]
- Cheese [American, Swiss, gorgonzola,  
Gruyere, cream, brie, sour cream]
- Pickle Relish
- BBQ Sauce
- Teriyaki
- Coleslaw
- Onions [raw, fried, caramelized, onion  
rings]
- Mushrooms [raw, fried, caramelized]
- Curry sauce
- Pesto
- Garlic aioli
- Yogurt
- Bacon
- Ham
- Pepperoni
- Avocado/guacamole
- Sauerkraut
- Chili/baked beans
- Grilled onions & peppers
- Cilantro & chopped onion
- Kimchee
- Salsa/Sriracha
- Olives/Dill Pickles
- Sweet Banana peppers
- Jalapenos
- Roasted peppers
- Corn salsa
- Cucumber slices

I've probably missed a few toppings, but use  
the above list for your own inspirations and. .

*.Enjoy!*



## IGGPRA Mission Statement:

1. Grower education and marketing strategy.
2. The sustainable growth, harvest and profitable sale of high quality wine grapes.
3. Enhancing the economic health of our growers by differentiating the premium quality of our grapes from other grape growing regions.
4. Continuing to provide agriculture that is sustainable environmentally, economically and socially and to advocate at all levels of government where involvement is essential to our growers.

### NEWSLETTER NOTE:

- In regards to your Newsletter being emailed to you in pdf format, please note that if you do not have an email address, you will continue to receive you newsletter in this format.
- Article, insert, etc. submission deadlines/cutoff: 1 week after each Social.

**CAVEAT:** Articles presented in this newsletter should not be construed as a recommendation by the author, IGGPRA Editor, or IGGPRA; but rather as a source of information!

Hi IGGPRA Members!!  
We are pleased to report that PayPal is available on the IGGPRA website.

Check it out at our [website's homepage](#)



Independence Day

July 2014

5K Vines to Vines

Seminar TBD

Catlemen & Farmer's Day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August Social @ Robert Hall



## President's Message

Hello IGGPRA Friends



If you missed the June 16 Social, you missed a good one. The weather was perfect, the venue was perfect and Frank's BBQ outstanding. I wish to thank Linda for organizing the Social, Carol Hinkle for offering the facilities of Rio Seco Vineyard & Winery (Friday Night fun at Rio Seco begins Friday 6/20 and continues throughout the summer. Be sure to notch it on your calendar) and the fabulous clean-up crew that achieved record performance. The next Social is scheduled for August 16 at the beautiful Robert Hall Winery. Don't miss it.

I hope that all is well in the vineyard. We are finally getting the temperature extremes that the Paso AVA is noted for and that make the AVA the home for "World Class" wines. Keeping up with the explosive growth of our vines has been challenging and I keep hoping it gets easier but it never does. Many of us did catch a break with regard to early mildew but we still have several months to go before harvest. I have not heard of the incidence of any new creatures invading the vineyard. If you have let us know, perhaps we can help.

I have two announcements that, I am sure will be of interest. First, thanks to the help of our marketing and public relations firm of A.R. & Co., the participation of our Associate Business members under the guidance of Joe Irick and input from our members, the 2014 Member Directory will be available early July. In fact, you will receive your copy in the mail within a week or so. The Board is especially proud of this latest effort that, we believe, will improve the visibility and recognition of the Association. We hope you agree. If not, you know how to reach us and we will seriously consider your input in future efforts. In the meantime, the Board encourages you to frequent member Associate Businesses, many of which contributed through advertising to the Directory project.

Second, the Board has approved a new design for the IGGPRA sign. After a great deal of thought and recognition that brand registration is a function of repeated exposure to a single, simple visual or copy message, we have decided to create a new sign that is more impactful, registers the IGGPRA name instantly and carries the logo that appears on our Website, newsletter and various mailings. The new sign is the essence of impactful simplicity. We hope you will agree. For those of you who are married to the old design please consider that "pretty" doesn't necessarily equate to successful communication and at normal highway speeds it is difficult to determine just what the sign represents. As an aside, if you still love the old sign, Joe Irick still has a few in stock. While we are looking at material options, the new sign will be double sided, have UV laminated graphics in a vertical format and should be available by August 1. To see the new sign, go to the IGGPRA website.

Finally, I wish you a success with your vineyard and hope that you will let us know "how are we doing?"

Warm regards,

Ken Bray, IGGPRA President

## Lowell's Corner

(Continued from page 20)

summary from the PRWCA at the bottom of the second page there is a portion report that contains that time periods ETo estimate.

Where ETc and ETo have been previously discussed – Kc is just a conversion factor to change ETo into ETc. Although it sounds simple – the determination of Kc is not simple. It is dependent on many interacting factors, some of which are poorly understood.

Kc, in the simplest sense, is related to the amount of leaf area that is exposed to light. If we want to convert this to an area basis – how many inches per acre – we need to convert leaf area of our grapes to the amount of leaf area per unit land area or leaf area per acre. When we do that we get a value called the leaf area index or LAI. The LAI is a

For the Paso Robles area the 7 day total ETo was 2.07 inches or stated another way 2.07 acre-inches per acre. To convert the 2.07 ac-in/ac to gallons you multiply by 27,152 gallons per acre inch or 56,204 gallons per acre of POTENTIAL ET.

We next need to convert that into ETc or estimate of VINE water use. That is done by multiplying the ETo (56,204 gallons) by the Kc value.

Remember that we calculate Kc by multiplying the percent shaded area (PSA) by 0.017 and that we estimate the PSA by dividing the shaded area in a row by the row width. For example if we have 4 feet of shaded area (measure or estimate) and the row width is 10 feet the  $PSA = (4/10) * 100$  or 40. Kc would then be  $40 * 0.017$  or 0.68

Now to convert ETo to ETc will multiply ETo (56,204 gallons) by the Kc value (0.68) and get 38,218 gallons of water used on one acre of grapes. Next determine the number of vines per acre you have by dividing the number of square feet in an acre (43560) by the area per vine. The area per vine is simply the vine spacing times the row spacing. For example let's use 6 x 8 spacing. The number of vines per acre would be  $43560 / (6 * 8)$  or 907.

The gallons of water use per vine is now determined by dividing the ETc in gallons of water per acre by the number of vines per acre or  $38,218 / 907$  or 42 gallons per vine per week.

This seems like a lot of water but keep in mind that the Kc was assumed to be a constant for the entire week, even if water stress did develop and that the vine were always well watered. (In the actual experiment to determine this, the vine were watered a little bit a few times every day). Additionally in actual practice, most growers who use this method water at about 50% of estimated water use so for this example the amount of water that would be applied would be about 21 gallons per week.

Hopefully this wasn't too confusing and feel free to send me an email if you'd like more information. ([lowell@precisionagconsulting.com](mailto:lowell@precisionagconsulting.com))



## Lowell's Corner

(Continued from page 19)

normal vineyard per sq ft of ground area. Obviously it depends on the vigor of the canopy but typical values are in the 3 to 5 range. This means that there are 3 to 5 times as many sq ft of leaves area as there are of ground area. In general, as LAI increases Kc also increases but the Kc does reach a maximum even as LAI increases.

It is difficult to measure leaf area, as it requires specialized equipment and requires the removal of all the leaves from some number of plants. Fortunately there is a simpler way of estimating Kc, and thus grape water use, than determining LAI.

It has been shown that percent shaded area (PSA) is closely related to Kc. The PSA is the amount of ground surface in a vineyard that has shade / total ground surface. This can be calculated many different ways but the simplest is to just estimate the width of the shaded area of a row divided by the row width. For example if the shaded area is about 4 feet and the row width is 8 feet then the PSA is 50%. You might think that the time of day when you estimate shaded width, but it turns out that it doesn't really matter when during the day you measure it. It may vary +/- 15%, but given the other inaccuracies this is a major concern.

For head trained vines the calculations are more difficult but the principles are the same. Note that this has not been confirmed experimentally, but at least theoretically it should follow the same logic.

To convert PSA to Kc (remember that vine water use  $ET_c = ET_o * K_c$ ) you simply multiply the PSA \* 0.017. Remember that PSA needs to be in % and not in its decimal equivalent i.e. it should be 50 as opposed to 0.50. The maximum the PSA can be is 100% so the highest the Kc can be is 1.7.

This converts to – the highest water use of grapes is no more than 1.7 times the reference crop water use,  $ET_o$ .

A couple of other points about the crop coefficient: first it assumes that the grapes are well watered and/or that the Kc does not change with vine water status. It almost surely does, and it will get smaller as the vines become more water stressed. This means that the actual water use will be less than that indicated by the weather based estimate. Second, it assumes that Kc doesn't change as leaves age. During the spring and early summer this may be ok as there are new leaves replacing the leaves that are ageing, but as we move into late summer and fall this is not the case. I am not sure what happens to Kc values as leaves age, but I don't think it is the same as younger leaves.

So – how does all this help estimate vine water use (in gallons per week)?

First we need to find an estimate of  $ET_o$  for the time period we are interested in. Let's use the week of June 17 to June 23. If you happen to get the western weather

(Continued page 21)

Paso Robles area ET <sub>o</sub> forecast	7 day outlook 6/24 - 6/30		Past week ( 6/17 - 6/23 ) summary				
	normal	forecast	Daily		7 day total	period normal	percent normal
Tablas Creek	1.70	1.79	max	min	1.90	1.51	126%
Templeton Gap	1.57	1.57	0.30	0.21	1.82	1.80	101%
Paso Robles	1.87	2.06	0.30	0.24	2.07	1.82	114%
Creston	1.83	2.01	0.31	0.25	2.01	1.81	111%
Shandon	1.83	2.01	0.32	0.24	2.05	1.81	113%

## IGGPRA SEMINARS

### Paso Robles Groundwater Basin May 20, 2014 6 – 8 PM—Vina Robles Event Center

On May 20, 2014, IGGPRA members were given the opportunity to learn the latest developments and plans regarding the Paso Robles Groundwater Basin from the key civic groups and local politicians.

The discussion started with an outline of California groundwater law and a breakdown on how "water districts" are formed by Aaron Johnson, Esq.. Mr. Johnson is a Partner, with Johnson, Moncrief & Hart, PC, and practices water law in Monterey and San Luis Obispo counties.

Frank Mecham, County Supervisor District #1, gave a briefing on the county's position and involvement with the state regarding the current status of the Paso Robles Groundwater Basin. Mecham, explained that it was the preference of the county supervisors that the Basin be managed by local interests rather than by state mandate.

District 5 Supervisor, Debbie Arnold, shared that she has visited with many constituents who are affected by the Basin's status who worry about the potential tax implications of a "managed water basin."

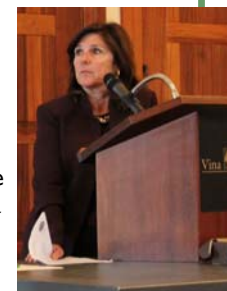
Arnold further advocated for a re-zoning of the current impact area, which would eliminate District 5 from the footprint of the proposed regulated area.

Jerry Reaugh, President of Paso Robles Agriculture Alliance for Groundwater Solutions ("PRAAGS") provided a detailed presentation regarding the Basin itself, and the process by which PRAAGS arrived at the make-up of districts proposed hybrid governance structure.

Pro-Water Equity, Vice-President, Laurie Gage, also endorsed the make-up of the hybrid governance structure and further explained why Pro-Water Equity felt it was the fairest means of representation for large, medium, and small landowners as well as those renting within the area.

Cindy Steinbeck, founding member of Protect Our Water Rights ("POWR") and Paso Robles- Water Integrity Network, ("PR-WIN") followed with a presentation on why and how she arrived at an alternative solution to the water supply issue. Steinbeck explained the "Quiet Title" action and its potential impact on the Paso Robles Groundwater Basin.

IGGPRA members submitted written questions to Dr. Lowell Zelenski who then followed up with the various presenters. Approximately 50 IGGPRA members attended the seminar.



### *Our Social Chair- Linda Galano*

The June Social at Rio Seco was a hit as usual. We are lucky to Carol Hinkle and her daughters host our group and truly blessed to have master chef Frank Galano cook 27 slabs of pork and 100 chicken drumsticks for us. All were marinated two days prior and made with a light BBQ sauce with an Italian accent. We had at least 100 people enjoying the evening. Hopefully these all the attendees will tell all about the great time they had. Our socials are unique and a great way to make our organization stand out from the rest.

The August Social is going to be special at Robert Hall where we'll be introducing our scholarship winners with their families and presenting them with the big checks. See you there



*Shots from around  
the June Social*



### Lowell's Corner

June 2014

Determining how much to water grapes is a question all farmers have and there are various ways of determining it. Experience, watching your neighbor, monitoring soil moisture and using evapotranspiration estimates. Each technique has benefits and limitations, and this issue of Lowell's Corner will discuss the evapotranspiration approach.

Evapotranspiration (ET) is the combination of water moving from a liquid state to a gaseous state either by being evaporated or by being transpired from leaves (actually transpiration is evaporation that occurs inside a leaf). For many farming situations, transpiration is much more important the evaporation, and this is especially true for grapes on the central coast.

ET is highly dependent on two factors, first is the weather and second is the crop in question, for us grapes. The weather factors that are important are sunlight, temperature, relative humidity and wind run. These factors are run through an equation called the Penman Equation, that turns the values into amount of water evapotranspired by a "reference crop". The current reference crop (it has been since 1980's) well watered grass. The ET of well water grass is known as "reference ET" or ETo. The units of ETo are typical a length / time. Most typically in the US the actual units are inches per day (or week).

This get a bit confusing when talking about grapes when we are used to thinking in gallons (hours) per week. Hopefully this column will clarify some of that confusion.

One of the first questions is how do we convert water use by the reference crop ETo into water used of grapes ETc. (the c stands for "crop" as it can be any crop but we are concerned about grapes). The primary equation in using weather based estimated of crop water use is:

$$ETc = ETo \times Kc$$

Where ETc and ETo have been previously discussed – Kc is just a conversion factor to change ETo into ETc. Although it sounds simple – the determination of Kc is not simple. It is dependent on many interacting factors, some of which are poorly understood.

Kc, in the simplest sense, is related to the amount of leaf area that is exposed to light. If we want to convert this to an area basis – how many inches per acre – we need to convert leaf area of our grapes to the amount of leaf area per unit land area or leaf area per acre. When we do that we get a value called the leaf area index or LAI. The LAI is a dimensionless number, meaning the area units in the numerator are the same as in the denominator i.e sq ft / sq ft or acre / acre. So how many sq ft of leaf area is there in

(Continued page 20)



(Linda: continued from page 13)

With the education that I receive at Fresno State I believe that I will have the capability and education to work in any company or corporation that exists in the wine industry. I will bring forth my determination, enthusiasm, and hard work to any job opportunity that is presented to me. The education I am receiving will give me the information enough to be one of the best out in the field. With the education I can become very productive as I start my endeavors on the job I have always dreamed of having. When I graduate from the Viticulture program I hope to be a great asset to the industry. Why not be part of the booming industry that year by year is growing in the Central Coast and in all of California? To conclude, my education that I accumulate at Fresno State will to help me continue being a positive role model to my younger siblings and to all the people that have supported and believed in me.

#### ***In Loving Memory...*** Luis Nunez

One of IGGPRA's dear friends, Luis A. Nunez of Venture Vineyards in Paso Robles, passed away on Easter Sunday from pneumonia, he was awaiting a heart surgery schedule for June 1st. Luis was only 63 years young and is survived by his wife of over 22 years, Blanca Nunez.

Luis was a dedicated member of IGGPRA for over 5 consecutive years and was always willing and able to volunteer for the organization. "Luis came early and stayed late at IGGPRA events to lend a helping hand and was instrumental in creating the first wine label poster for the organization," says Herman Salazar, former Membership Chair.

Luis was a friend of the grape and the earth and grew Zinfandel grapes in Paso Robles. A Celebration of Life for Luis is currently being arranged and more details will to follow. Luis had many friends in IGGPRA and the wine grape growing community. He will be sorely missed.

We encourage you to send Blanca your condolences and please remember to keep Luis' family in your thoughts and prayers.

Blanca still has some Zinfandel grapes to sell and is looking for someone to care for the vineyard. Franco at Falcon's Nest has some wine stored there of Luis' too. Blanca is now residing at their home at 1631 River Glen Drive, Paso Robles and can be reached at (831) 905-1118.



## **August SAUSAGE FEST Social**

**Date : Saturday, August 16, 2014**

**Time: 4:30 pm to 7:30 pm**

**Place: Robert Hall Winery**

**IGGPRA provides Bockworst—Polish Sausage—Italian Sausage**

**Members bring by last name:**

**A - D : Salad**

**E - L : Side Dish**

**M - R: Dessert**

**S - Z: Appetizer**

**Bring table set-ups, chairs, wine glasses and wine to share. Members and one guest free, additional guests \$5 each. Members of the public \$10 each. RSVP through the web page, or call 805-239-4443 .**



Selling your grapes in 2014  
by Joe Irick  
IGGPRA Board Member

Hello everyone

By now, if you have been in the wine grape growing business for awhile, you know that every year has its own unique character and challenges. Between Mother Nature, the Wineries, Government issues and our own crop production mistakes it's a wonder many of us have any fingernails left to bite by the end of the year !!



Knowing all this, one of the key areas our Board of Directors is focusing on is **HOW TO KEEP OUR MEMBERS AWARE OF WHAT'S HAPPENING AROUND THEM THAT COULD AFFECT THEIR ABILITY TO PRODUCE AND SELL GRAPES.** IGGPRA cannot sell your grapes for you, but we continue to look for ways to keep you informed of market conditions and avenues to help you market your fruit. Here is some information for you to consider:

1. If you have unsold fruit, it is important that you get it on the website ASAP. Our marketing company, AR&Co, is directing any fruit buyers or brokers to check the website. If you do sell your fruit though, please take the listing of the website !!
2. Growers of Merlot and Syrah — there is information circulating in the Industry that many wineries are not going to buy much of these varietals in 2014. If you have contract, you should re-check with your wineries to make sure they are committed to your crop.
3. Note: each year, some of our member growers are surprised when wineries cannot take all of their fruit. If that happens, it is hard to sell it, even through brokers, in the Aug-Sept timeframe.
4. For growers that don't have contracts, but think they can sell their grapes on the open market, you may get an unpleasant surprise. At the least, the price/ton could plummet.
5. Here are some tips:
  - a. Make sure your available fruit is on the website
  - b. If you want your grape sales brokered, contact AR&Co and they will work with me to get you in contact with a couple brokers.
  - c. Many wineries don't like to be solicited by growers. But vineyard managers are in tune with what wineries are looking for and will help facilitate the contact. They can make a percentage on your crop value, so there is an incentive.
  - d. Be observant. Some wineries are in expansion mode and that means they have to buy fruit. Opolo, Rotta and Cypher are some examples.

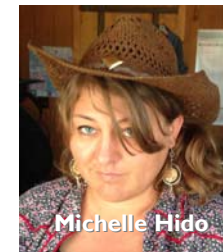
IGGPRA Board of Directors has a strong interest in the success of our Member wineries and growers. While we constantly look for new ways to benefit our Members, we want to also encourage you to give us ideas. If you want to share your thoughts, contact AR&Co and they will forward your information to the Board.

Best Regards

Joe

**Michelle Hido—Special Events Chair**

I'm updating the IGGPRA event and display decorations— I need our current members and associates wine labels or logos to go into the picture frame that is showcased in the Chamber of Commerce window and at every event IGGPRA has a presence. Contact me at: 805-226-2623, 310-795-7263 or email: [michellehido@gmail.com](mailto:michellehido@gmail.com)



**5K Vines to Wines, Saturday July 12, 8am-12:30pm**



Stay active, indulge a little and have fun at our Vines to Wines 5K. This fundraiser will benefit local non-profit Woods Humane Society. This 3.38 mile scenic course through the vineyard is perfect for all levels and finishes at Robert Hall's where you can enjoy a complimentary wine tasting of our award winning wines and lunch by Pulcinella Catering. The awards ceremony will be at 11am with live music and a silent auction. \$35 per person.

All proceeds will be donated. Register on Active.com

**Stephen C Hovey, Accountancy**

30 year resident of Paso Robles. Married, 3 children, 7 grandchildren. graduated from university of Southern California. Practicing as a CPA in California since 1974. My office is at 246 12<sup>th</sup> St in Paso Robles with a staff of four. We provide tax, accounting, and business advising and consulting services. I currently service a number of clients in the vineyard and winery business and welcome new business. I assisted in IGGPRA gaining non profit status with the IRS and provide tax services for IGGPRA without charge.

Stephen C. Hovey, CPA  
805-239-3005

**A note from your new Newsletter Editor:**

- Please let me know when your ad sells so I can remove it in a timely manner.
- **All submissions** are due by the end of week following a social.
- For submission of articles, flyer inserts, etc., you can reach me at: 805-462-3489 or fax: 805-466-5466  
PO Box 2288, Atascadero, CA 93423  
Email: [usaindustries@pacbell.net](mailto:usaindustries@pacbell.net)



Sharen Rund Bloechl

- If you'd like your vineyard highlighted in the newsletter, please send me your story and pictures



### WANT 5 Biz ADS

**YOU NEED NUTS? NEW CROP.  
ALMONDS, WALNUTS  
& PISTACHIOS.**  
CALL RICHARD SAURET  
805-674-1373

**JOHN VINEYARD APPLICATIONS!**  
LICENSED & INSURED QUALIFIED  
APPLICATOR #AA03773 & QL31754  
CALL FOR A FREE VINEYARD  
EVALUATION  
REFERENCES AVAILABLE.  
WILL JOHN  
CELL 459-0970—FAX 237-2758  
WILL@JOHNVINEYARDSAPPLICATIONS.  
COM

**FARM SUPPLY CO!**  
SHOP AT FARM SUPPLY FOR ALL  
YOUR FARMING NEEDS!  
CONTACT DALE EVENSON  
IN THE PASO ROBLES STORE  
238-1177

**MODEL 200 GAS**  
TRANSFER PUMP  
CALL RICHARD SAURET  
805-467-3998 OR 805-674-1373.

**Got bins?** Bin rental and transportation for  
harvest and barrels. Mowing services also  
available. Call Geoff for details 805.400.5645

**G.R. BARR, INC**  
PO BOX 1391  
PASO ROBLES, CA 93447  
(P/F) 805.400.5645

**GRAPES:** Approximately 6 tons of  
Westside head-trained Zinfandel grapes  
for sale. 2010 harvest won double gold at  
home winemaker contest at Mid-State  
Fair. \$2000/ton fob vineyard  
Corinne 310-259-8426

**KINMAN & CURRY**  
560 10th St Ste 101  
Paso Robles, CA  
805-238-1405  
fax 805-238-4326

**Band for Hire.**  
We play a wide variety of  
classic songs. utube; Dad-  
dy Don't You Walk so  
fast The Andersens.



805 466 9872 or  
[judyandersen41@gmail.com](mailto:judyandersen41@gmail.com)

### NEEDED/WANTED:

**USED DISC-5'-6' 3PT**  
CALL DAVE BRUCKER @ 805-712-8574

**GOT MICE?**  
Have Barn or Winery Cats.  
All are spayed or neutered and have all  
shots.  
Call Laura @ (805) 674-8664

**Lee & Associates Real  
Estate Specialists**  
Bob Fonarow  
1625 Leah Way, Paso Robles  
93446 805-227-4424

**Want to run a vineyard?**  
**CONTRACT/RUN VINEYARD**  
Vic Butera would like to find someone to take  
over managing his vineyard [cabernet sauvi-  
gnon] and his fruit trees [golden delicious ap-  
ples, pears and pomegranates—for more infor-  
mation call Vic at 805-467-9732

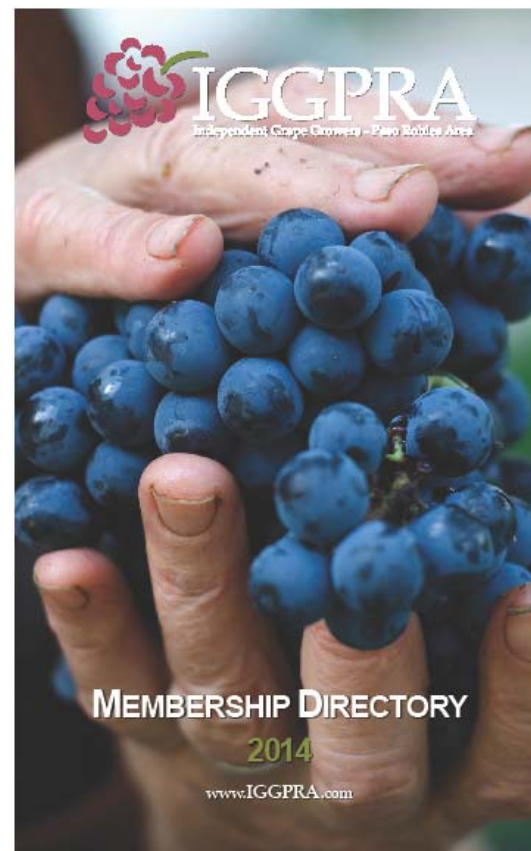
**6' BOX SCRAPER**  
3 pt. NO HYDROLICS.  
FOR DESCRIPTION  
CALL D. REED434-8778  
[dreed908@aol.com](mailto:dreed908@aol.com)

**Air Blast sprayer**  
50 gallon or less.  
contact Ken Bray @ 805 459 6075.

The **2014 Member Directory** will be available shortly.

In fact, you will receive your copy in the mail early July.

We worked hard to get all the names, addresses, phone numbers, grape varieties, etc.  
right.



## Together We Are Stronger! Order Your All New IGGPRA Member Sign Today

Now is the time to order an all new "2014 IGGPRA Member" for display at your vineyard, ranch or place of business.

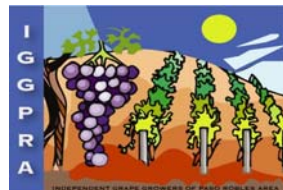
The IGGPRA Board of Directors is currently working on a new design for the 2014 Membership Signs. We encourage you to purchase a sign and show your pride in membership of the Independent Grape Growers of the Paso Robles Area. For questions, or to reserve your sign today, contact our marketing office at 805-239-4443.



*Order your IGGPRA Membership sign today!*

**IGGPRA Signs for Sale ---** If you prefer, we still have a few of the old style signs left for our members to hang on their fences or property entry ways. These signs are well made of painted metal and will last many years as a colorful reminder of your membership in this great organization. if you want to purchase one call me.

Joe. [irick@yahoo.com](mailto:irick@yahoo.com) or call me at 408 981 7099.



## What's Happening in the 5th District

With the rain season coming to an end, it looks like we are in store for another summer with drought conditions. Although many sources are predicting a rainy fall, we're still a few months away from drought relief. It is important that we continue to concentrate on conserving our water resources and to address the problem areas in the county where water supplies remain a problem when we experience low rainfall years. The county, in collaboration with the cities of Paso Robles, Templeton, Atascadero, and San Luis Obispo, successfully completed the Nacimiento Pipeline (\$176 million project) which will soon be able to provide a supplemental water supply to the City of Paso Robles, relieving some of their dependence on groundwater. The City of Paso Robles is also in the process of developing a waste water treatment plant which will also provide a new source of water that will be used for basin recharge and as an agricultural water source. This important infrastructure in the North County will go a long way to address supply needs in the Paso Robles Groundwater Basin (PRGWB).

The current water district, the County Flood Control and Water Conservation District, and the Integrated Regional Water Management (<http://www.slocountywater.org>) have the ability to address our water supply needs not only in the PRGWB, but Countywide.

It should be noted that the most current study in progress by Todd Engineering Report (2013) stated: "Noticeable declines occur in the confined portion of the aquifer but do not reflect a large volume of change in storage". It is my intent to base my decisions for what I believe is best for the PRGWB and for all the residents that live within the basin.

All too often we're frustrated with the inefficiency of our government and seldom have opportunity to hear of the positive outcomes of the work of our elected officials. I'd like to take a moment to highlight one of those situations. It looks like we're moving forward with an extraordinary collaboration of two agencies to meet some important needs for our county.

The two agencies are the Regional Transit Authority (RTA), which provides public transit countywide, and Community Action Partnership of San Luis Obispo (CAPSLO), which amongst many services, provides homeless services countywide. They have teamed up to purchase 9+ acres of property within the City of San Luis Obispo. The proposed project site will be used for a much needed new RTA Maintenance Facility Headquarters as well as a new Homeless Services Center (combining the functions of the Prado Day Care Center and Maxine Lewis Shelter). Individually, neither agency would have been able to purchase the property located at 40 Prado Road, but through the unique partnership with the County and City of San Luis Obispo as well as various community leaders, RTA and CAPSLO have placed an offer on the property for a very reasonable price. Both agencies will be able to develop their piece of the property to serve their individual needs. This win-win situation is an exciting joint effort that demonstrates efficiency and will serve the public well. I'm really looking forward to seeing this project come together.

It's an honor to serve the 5th District.

Debbie Arnold

## San Luis Obispo County Supervisors

- District 1 Frank Mecham [fmecham@co.slo.ca.us](mailto:fmecham@co.slo.ca.us)



805-781-5450  
F: 805-781-1350

- District 2 Bruce Gibson [bgibson@co.slo.ca.us](mailto:bgibson@co.slo.ca.us)



805-781-5450  
F: 805-781-1350

(Acting Chair)

- District 3 Adam Hill [ahill@co.slo.ca.us](mailto:ahill@co.slo.ca.us)



805-791-5450  
F: 805-781-1350

- District 4 Caren Ray [cray@co.slo.ca.us](mailto:cray@co.slo.ca.us)



805-781-5450  
F: 805-781-1350

- District 5 Debbie Arnold [darnold@co.slo.ca.us](mailto:darnold@co.slo.ca.us)



805-781-5450  
F: 805-781-1350

### Congratulations to Mid State Fair Winners!

Central Coast Wine Competition Results: <http://centralcoastwinecompetition.files.wordpress.com/2013/06/2013-ccwc-results-list.pdf>

Bobbie Weideman contacted me with the following results for her Bella Collina grapes:

2009 Cabernet Sauvignon—Silver  
2010 Cabernet Sauvignon—Gold  
2010 Tannat—Silver  
2011 Tannat [Chateau Lettau Winery] - Silver & Double Gold @ SF Chronicle  
2010 Viognier [Domaine Le Mieux Winery] - Silver

### AA Message from IGGPRA Membership Chair

As you may have gathered by reading this, I am an optimist. So amidst all of the negative data that we see circulating, I thought I would point out a couple of positive perspectives.

Let me start with an interesting factoid that I came across the other day. What decade in the 20th century do you think had the fastest productivity growth? Most people pick the 90's with the development of the internet. It actually was the 1930's.

The decade of highest productivity growth in the 20th century was the 1930s. In the 1930s a lot of technologies developed in the 1920s were put into use because people were looking for any angle to improve their productivity. The personal computer revolution took off in the early 1980s when we had a really lousy recession."

I see our current time as a period where we can choose to hide and retrench or be challenged to innovate. I see IGGPRA clearly capable of taking the innovation challenge.


The second piece of encouraging news comes from research that shows that active specialty focus associations like IGGPRA are seeing increase in membership. Groups like IGGPRA who provide information, networking, socializing and associate membership tend to grow at a much faster rate than simply social groups.

This industry trend alone will not sustain our growth. If we are to succeed, we need each member to be on the look-out for new members and associate members. Ask your friends and neighbors if they would like to join. Ask your vendors, if they would like to be a part of a growing organization.





I am also encouraged by the response to this year's grower survey. From the results of this survey we have had several new growers and many associated members join our ranks. What are your takes on the opportunities to grow our organization? Please let me know if you have any suggestions or ideas.








# Innovation...It's Our Foundation for Growth.


  
GREENHOUSE GROWN VINES


  
GRAFTING


  
FIRST STAGE NURSERY WADING THE GRAFT UNIONS

  
RECENTLY GRADED VINES BEFORE BUNDLING

  
GREENHOUSE VINES



  
HOT WATER DIPPING

  
CALLUSED CUTTINGS READY FOR PLANTING

  
FIELD GROWN DORMANTS

Every new season of growth at Vintage Nurseries is backed by years of research and innovation. In fact, big ideas and advanced, new processes guide our respected operation, from our recently expanded mist propagation system, to our greatly enhanced lighthouse capacity, pest and pathogen treatment program, new mother blocks and other special services. The more we innovate, the more we cultivate lasting customer relationships at Vintage, where you can always expect the cleanest, most trusted material in the industry. Grow your opportunities with Vintage Nurseries, and let personal service, attention to quality and leading-edge innovation guide the way.

<u>WASCO</u>	<u>PASO ROBLES</u>	<u>MODESTO</u>	<u>SANTA ROSA</u>
661-758-4777	805-237-8914	209-523-8036	707-542-5510

www.VintageNurseries.com | 800-499-9019 |
 Find us on Facebook


Serving the Wine, Table Grape and Raisin Industries

*(Adam: continued from front page)*

An agricultural engineering major allows me to combine my interest in agriculture with my love of engineering. It will provide me with the chance to affect my community by advocating for and creating useful agricultural machines and practices, as well as work on alternative energies using biofuels, which will be beneficial to everyone. My experiences in FFA and my engineering class have given me an interest in agricultural engineering that will help me to assist my community while doing something that I enjoy.

*(Linda: continued from front page)*

surrounded by miles and miles of vineyards made my love for agriculture grow. I never thought about viticulture as major until I spoke to a good family friend who is part of the industry and told me about more about the career and opportunities. That is when I decided to change my major halfway through my first semester at Fresno State.

In a nutshell, I have jumped over many obstacles to where I am today, and will continue doing so, in order to earn that bachelor's degree in Viticulture. One main factor that disables me from continuing my dream is my economic situation. My parents don't make enough money to help me financially. My life has been a success so far where my greatest goal is to learn more and accumulate the knowledge necessary to live a life of happiness, and I am very blessed to have the parents I was given because they have been there every step of the way.

Being able to get to a higher education has been a {financial struggle. To get where I am today I had to find how I was going to be able to pay my tuition. In order to do so my parents are helping me pay for school through loans, and until recently I have been getting a bit of financial he\$- This creates a hardship for my parents because I am not the only one attending the university, so is one of my sisters. She is currently a freshman. Although I do work as a student assistant the amount that I receive monthly is not enough to pay the tuition, rent, bills, and other costs.

My career goal is to become one day a vineyard manager, to manage and maintain a vineyard. his greatest goal would be to help that vineyard and winery maintain its status and become more profitable. It will not happen right after graduating because first I must gain experience and start as an intern or vineyard assistant! but I am extremely confident that I will be able to reach my career goal. My dream is to live and work back where I grew up, in the Paso Robles area. Growing up in the Central Coast I was able to see and hear all the commotion about the harvest and the crush, since my father is part of the industry. He works all year round in a vineyard ranch where he does vineyard maintenance and tractor work. At first viticulture wasn't my major, my other majors used to be Interior Design and then Accounting. I always had the love and interest of the vineyards, but never really thought about it as a career. Not until I began talking to my dad's manager and wife did I realize that this could be my dream job and future. But never really thought about it as a career. Not until I began talking to my dad's manager and wife did I realize that this could be my dream job and future.

*(Continued page 18)*