



## Central Coast Pruning Competition

March 1, 2016

Written by *Michelle Hido*

IGGPRA helped sponsor the 1st Annual Central Coast Pruning Competition that was held Sunday February 28th in San Miguel. Local vineyard workers competed for the title “Best Pruner of the Central Coast”. Here is the story from the [Central Coast Pruning Competition page](#):

The Central Coast Pruning Competition is proud to announce Felix Diaz (of Martinez Farming) as the winner of the 2016 competition. Competitors came out to Fronty Vineyards in San Miguel yesterday to use their talent, skill and speed to win not only prizes but the title of ‘Best Pruner’. Severiano Guerrero won 2<sup>nd</sup> place, Paulino Guerrero 3<sup>rd</sup>, and Eloy Nava 4<sup>th</sup>. Winners received cash prizes, event vests and a bucket of tools and gift cards. The event’s judges were Lowell Zelinski (Precision Ag Consulting), Joel Castaneda (Vineyard Industry Products), Dan Rodrigues (Vina Quest), Craig MacMillan (Vineyard Team) and Richard Sauret (Sauret Vineyards).

The first heat of the competition challenged the entrants to prune 8 cordon trained vines for time and skill. The judges then assessed the vines and deducted points for bad cuts, debris or decisions that would be detrimental to the vine. Bonus points were applied for excellent cuts, correct replacement spurs or canes and for double spurs in the correct places. The competitors with the best scores went on to the ‘Prune Off’ round, here they pruned 4 cordon trained vines with pruners and loppers in a section of the vineyard that was more vigorous. Felix Diaz won the competition with a 4.34 time and 9 points deducted, beating Severiano Guerrero’s 4.11 time and 13 points deducted. It was close and in the end skill won over speed. Congratulations to Felix Diaz for being the Best Pruner of the Central Coast Pruning Competition.

We would like to thank Vineyard Industry Products for not only being a sponsor, but offering their experience from participating and judging pruning contests in Sonoma. Bahco brought their mobile store to the event and raffled off prizes from hand tools to power tools. Martinez Farming provided an excellent taco cart for the event’s lunch. Lastly, our group of wonderful volunteers who helped out with set-up, timing and food.

**We are very proud of everyone that attended and look forward to next year’s competition. More photos from the event are available on our facebook page: [www.facebook.com/CCPruningCompetition](http://www.facebook.com/CCPruningCompetition)**



## BOARD OF DIRECTORS 2016

**Lowell Zelinski —President & Seminar Chair**

805-239-1270

[lowell@precisionagconsulting.com](mailto:lowell@precisionagconsulting.com)

**Joe Irick—Vice President & Membership Chair**

805-237-2309 [Joe.irick@yahoo.com](mailto:Joe.irick@yahoo.com)

**Michelle Hido—Secretary & Special Events Chair**

310-795-7263 [michellehido@gmail.com](mailto:michellehido@gmail.com)

**Angela Mitchell— Treasurer & Social Chair**

[angela@mitchella.com](mailto:angela@mitchella.com)

**Ken Bray —Marketing Chair**

805-459-6075 [bray@kobravineyard.com](mailto:bray@kobravineyard.com)

**Bob Fonarow —Membership Co-Chair** 805-227-4424

[bobfonarow@att.net](mailto:bobfonarow@att.net)

**Serena Friedman—Winery Outreach Chair**

818-266-9977 [Foursistersranch@gmail.com](mailto:Foursistersranch@gmail.com)

**Marty Self – Special Events Co-Chair**

[martydpf@gmail.com](mailto:martydpf@gmail.com)

**Jim Wortner- Seminar Co-Chair**

[jawortner@gmail.com](mailto:jawortner@gmail.com)

**Sharen Rund Bloechl—Newsletter**

805-462-3489 [usaindustries@pacbell.net](mailto:usaindustries@pacbell.net)

**Becky Zelinski – Social**

[becky@precisionagconsulting.com](mailto:becky@precisionagconsulting.com)

**Angela Robinson -PR, Marketing & Website**

AR & Co. PR & Marketing 805-239-4443  
[angela@arandcompany.com](mailto:angela@arandcompany.com)

**Mike Collins—Historian**

805-462-0171

**President Emeritus – Richard Sauret**

805-467-3998 [sauretvinest@gmail.com](mailto:sauretvinest@gmail.com)

## 2016 IGGPRA CALENDAR

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

Apr	Mexican	TBA 6-9 pm
Jun	BBQ	TBA
Aug	BBQ	TBA
Oct	BBQ	TBA
Dec	Christmas Social	TBA

### Planned Seminars for 2016:

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

**Look for more exciting Seminars in the months to come:**

- > March 30
- > April TBA



March 15-16, 2016



April 14-16, 2016







Earth Day, April 23, 2016

**March 2016**

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 Seminar	31		

**April 2016**

	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 Social

*President's Message*



Dear Growers, Associates and Friends of IGGPRA

Where in the heck is the rain we were all promised? I feel that as I “hunker down” in front of the TV at night most weather forecasters are making it up as they go, fabricating models that will soon deliver the kind of moisture that were all preparing for. And yet, ZIP. Wait till mid March. We can but dream.

Pruning has begun in our vineyard in earnest and coupled with the warm weather green tissue won't be far behind, once again an early invitation to some of the ills that plagued us in 2015.

We certainly hope that the March lamb will sweet talk old Leo to be kinder and gentler in 2016.

Our February Social, Annual Meeting and Director elections, held on Saturday February 27 was a great success. Held at the Estrella Warbirds Museum it was our first attempt at a new format designed to encourage interaction amongst members and guests and nothing facilitates interaction as well as pasta and Italian wine. Becky Zelinski arranged the affair which was a great success. She will be around for the next Social and its bound to present some surprises, so don't miss it.

This event was also the culmination of the IGGPRA Director election cycle as 5 current Director positions were filled by your ballots. Three current Directors, Lowell Zelinski, Joe Irik and Serena Friedman return to the Board along with 2 new Directors-Marty Self and Jim Wortner. As we bid welcome to our new Directors, we thank the 2 retiring Directors-Lara Liu and Steve Felten for their service. Both were instrumental in helping the Board achieve very aggressive goals in 2015 and we wish them well.

You know, each IGGPRA Board member grows grapes or makes wine or works in or runs a business and has family obligations and yet finds the time to volunteer to make this Association better, more relevant and more meaningful for our members and the wine grape community at large. This was never more obvious than in 2015 when the Board of Directors were involved in special events including WiVi, Sustainable Ag Expo, dressing the window of PR Chamber of Commerce for a week-twice, represented IGGPRA in Pioneer Day Parade, held our first SWAP meet, provided tasting opportunities for wine making members at Sunset Savor the Central Coast and PR Olive Festival, designed and delivered rack cards to hotels, motels and places of business featuring member wineries through the IGGPRA Web Site, planned and managed 6 Socials, planned and conducted 8 educational Seminars, transitioned the newsletter into an on line “blog” format while publishing 6 bi-monthly regular newsletters, planned and produced the best member Directory in the business and solicited advertising that covered its cost of production and distribution and embarked on a new member solicitation program featuring mailings to prospective members with the theme “Protect your investment-join IGGPRA”.

*Continued next page*

*President' Message continued*

Your Board of Directors and Committee Chairs with strong support of our Marketing and Public Relations partner-AR & Co. work hard to make IGGPRA the best most important grower focused association in the industry and they deserve your thanks and appreciation. To sum it up: THEY CARE.

Finally, I want to thank each of you for supporting our efforts by casting your vote on our behalf by renewing your membership, attending the educational and social events, introducing new prospective members to the benefits of being part of the IGGPRA community and giving us feed back on our efforts so that we can do more to enhance the value of your membership. This will be my last President's Message. I will step down as President effective March 1 to take on a new role on the IGGPRA Board of Directors. I wish the new President well knowing that he will have the support of a dedicated and experienced Board and terrific membership.

Deepest regards,

Ken Bray, IGGPRA President



## WiVi discount for IGGPRA members

WiVi Central Coast, is the premier wine and viticulture symposium and trade show in Central California. Now the largest wine industry event south of San Francisco, WiVi boasts 45,000 sq. ft. of exhibit space with nearly 200 exhibits and hundreds of new products, product demonstrations, educational seminars and networking opportunities for winemakers, grape growers, winery owners and managers.

The day-and-a-half conference and one-day tradeshow features concurrent sessions by top industry leaders on regional viticulture, enology and DTC topics and gives attendees the opportunity to understand and experience new trends and technology.

Produced by Wine Business Monthly – March 15-16, 2016 – Paso Robles Event Center

IGGPRA members can use promo code **Association16** for free admission to trade show lunch and \$75 off the session passes. [WiVi Registration](#)

*Social Chair*

Had a great time at Estrella Warbirds Spaghetti Western night. Early arrivals got to take a tour of the Warbird Museum. In addition, everyone had fun blind tasting Italian wines and voting for their favorite, taking pictures with Clint Eastwood and enjoying Chef Charlie's Spaghetti & Meatballs along with the many wonderful appetizers, salads and desserts.

Looking forward to the April 'Mexican Night' Social—more on this







**It's Mexican Night for the  
April Social  
Celebrate Cinco de Mayo!**

**Date:** Saturday, April 30, 2016  
**Time:** 6 to 9 pm  
**Place:** TBA

**MORE TO COME**

Bring table set-ups, wine glasses and wine to share.

Call Doris Bray at (805) 461-1391 or email Doris at [doris@kobravineyard.com](mailto:doris@kobravineyard.com) or **RSVP** on IGGPRA's handy [online RSVP form](#).



## Members Report

*Tuesday, March 1st*

Hello All Members

The 2016 IGGPRA Directory is here !!

We are about to publish the 2016 IGGPRA Directory. This will be the 3rd year in a row that we have provided this type of form factor to all of IGGPRA. It is truly the most comprehensive and informative wine grape grower association directory in California and continues to get great reviews from both current and prospective members.

We can thank AR&Co, our Board of Directors and especially our advertising Associate Members for making this directory both useful and a symbol of IGGPRA professionalism. Their time, expertise and \$\$\$ has made this something we can be proud of.

This year, we also will have these directories at our trade show booth and Seminars. If you did not receive one in the mail, you can pick one up at one of these events. It's a handy document to have at home or in your car when you want to find someone in the organization or look up one of our Associate Members to do business.

Best Regards  
Joe Irick

[joe.irick@yahoo.com](mailto:joe.irick@yahoo.com)

408-981-7099





Cold injury in grapes is more than just frost damage in the spring or the fall. This brief article will discuss the various aspects of cold injury and offer a few suggestions of ways to reduce the risk.

Frost damage is very easy and disconcerting to see, especially if it is in your vineyard. In the spring time in Paso there is a risk of frost until May 31, and the vines are susceptible any time after bud break. I am writing this on March 2<sup>nd</sup> and at least a few vineyard in the Paso area have started to bud out. The first "leaf" I saw was on February 29<sup>th</sup> in a Westside Syrah block and I also saw leaves on a very few Grenache vines in a different vineyard. These will be the blocks I am most concerned about.

Newly emerged grape tissue (shoots) are very susceptible to freezing temperatures but it has to be a little lower than "exactly" 32 F for frost damage to occur. This is because the cellular fluid in the new shoots contain things (minerals, proteins et cetera) that lower the temperature at which fluids freeze. This is known as freezing point depression and it why salt is spread on icy roads to makes the ice melt. Therefore, unless the temperature gets to about 30 F there may not be "frost damage".

That being said, duration of freezing conditions is also important. The longer the temperature is below freezing, the more likely there will be frost damage. This means if it is 30 F for 20 minutes there may not be any damage but if it is 30 F for 4 hours there will be. What this really means – is that looking at the absolute minimum temperatures for the previous morning may not tell the whole story.

There are other types of cold injury in grapes. The most common would be the killing of the primary bud in the winter prior to bud break due to very cold weather in the middle of winter. This is most often a problem because grapes loose their cold hardiness (ability to withstand cold temperatures) based on the previous couple of weeks temperatures. If the weather has been very cold (average temperature < 40) then the vines will be cold tolerant ( primary buds won't die) unless temperatures get into the low teens, but if there have been average temperatures in the 60's with highs in the upper 70's and lower 80's, (does this sound like the last couple of weeks of February ?) then the cold hardiness is almost completely gone Therefore, temperatures in the mid 20's, even if there isn't bud break yet, could create a significant amount of damage.

So what can be done to lower the risk of frost or cold injury? First: maintain a soil profile that has a high water content. This will limit damage to the roots – root health plays a role in aerial plant development through hormone production – and shallow rooted root stocks (5BB, 5C, 101-14) are most susceptible. Second: maintain a "low" cover crop. Frost (cold temperatures) usually extend above the level of the cover crop. Therefore, if you have a cover crop that is almost to the height of the cordons, cold injury is much more likely. As I write this the weather forecast for the next 10 days is for a lot rain so the ability to get in and mow or disc maybe low. This worries me because, frequently, periods of rainy weather are followed by very cold weather.

Finally, I would say, if you have any other forms of frost protection (wind machines and overhead sprinklers), it is best – that you make sure these are in good working order.

Here's hoping this article is completely irrelevant and that the spring is warm with no chance of frost!



## **February 2016 Seminar Report**

On February 24<sup>th</sup> IGGPRA held a seminar which addressed two important topics. First was a presentation on an crop insurance product that helps growers manage risk from early season frost and a second product which helps with whole farm income. The presentation was presented by Kelly Mitchel of Mitchel Insurance Services.

The second seminar topic was a discussion on pest management of grape vines in the Paso area by Chris and Eric Browning and Pete Herida, all who are PCA's with Buttonwillow Warehouse's Paso Robles store. Pete talk about the biology and control of spider mites focusing on the pacific and willamette mites. These pest have been difficult to control in the past but there are currently new chemicals that do a much better job.

Eric then presented an update on one of the most damaging pests in the Paso area called the Vine Mealy Bug. This one of the most destructive pests of grapes in California and is becoming more wide-spread throughout the Paso area.

Finally Chris reviewed both pre-emergence and post emergence herbicides as well as a brief discussion on powdery mildew fungicides. This was a great seminar to get all growers to be aware of both new and old pest problems.

## **IGGPRA's Upcoming Seminar S**

**March 30, 2016**

**Grape Vine Nutrition  
Frost Control Protection**

---

**April, 2016**

**John Lindsey**

**More on these to come—Check your mail and email**

---

**Free for IGGPRA Members, \$20 for Non-Members**

**Payment collected at door. Space is limited.**

**RSVP for "Seminar" please leave a message at 805-461-1391  
or email [doris@kobravineyard.com](mailto:doris@kobravineyard.com)**

Mark Your Calendar!



**November 11, 2016**  
Mid-State Fairgrounds  
Paso Robles, CA

*An event for Central Coast  
Wine Grape Growers, since 1998*

- Grower Seminars with CE Credits
- Free Grower/PCA Breakfast
- Free Industry Lunch & Trade Show

Visit [www.agexpo.biz](http://www.agexpo.biz) for sponsorship  
& exhibiting opportunities

*Hosted by the People Who  
Keep the Industry Informed*

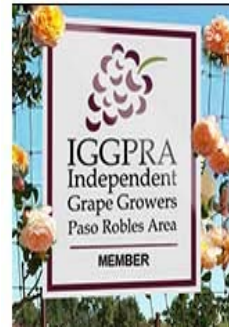
**American  
Vineyard**

**Malcolm Media • Ag Publishing**

Call 559-298-6020 for Exhibit or Sponsor Info

**NEW IGGPRA Membership Signs – \$35 per sign – reserve your new sign today!**

IGGPRA is pleased to announce that the new Membership Signs are now available for purchase! This new design 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. 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. **To purchase a new Membership Sign, contact IGGPRA President Ken Bray by emailing [bray@kobravineyard.com](mailto:bray@kobravineyard.com) or calling (805) 459-6075.**



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



805-791-5450  
F: 805-781-1350
- District 4 Lynn Compton [lcompton@co.slo.ca.us](mailto:lcompton@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

**WANT & Biz ADS**

**Grapes for Sale**

5 ton Petite Syrah. Ready October 2015. \$1500 ton. Andersen Vineyard 805-466-9872 or 805-296-0428

**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

**KINMAN & CURRY**

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

**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

**RS TRUCKING**

Transportation Services Available for Bins, Barrels or Equipment. Fully Licensed and Insured. Services available locally or for out of the area. Please Call or EMAIL Rich at 805-610-0413 [r.shiffer98@gmail.com](mailto:r.shiffer98@gmail.com)

**NEEDED/WANTED:**

**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 sauvignon] and his fruit trees [golden delicious apples, pears and pomegranates—for more information call Vic at 805-467-9732

**Pine Firewood for Sale**

Can be cut and split to size and sold by bundle(s), half cord or cord. Perfect for chimenea, fire pits and camping. Contact [Christina@thielst.com](mailto:Christina@thielst.com) or 805 845-2450  
Oak maybe available in the Fall.

**THOMAS D. WAYLETT**  
ATTORNEY AT LAW  
1229 VINE STREET, PASO ROBLES CA 93446  
805-238-9444

## **IGGPRA Mission Statement**

The Independent Grape Growers of the Paso Robles Area promote the growing of high quality wine grapes through education, networking and farming resources.

### **Our Core Beliefs**

**Promote** sustainable agriculture, respect for our natural resources and the production of high quality wine grapes through grower education and cooperative interaction.

**Provide a forum** for the review of issues affecting wine grape farmers and the wine industry, as well as afford networking opportunities to grower members and associates.

**Facilitate and encourage** ongoing education and skills in the development of Viticulture throughout the Central Coast, via information sharing, fundraisers, seminars and other related activities.

**Act as ambassadors** for the overall success of the Central Coast Wine Industry, through collaboration with complimentary grower and wine associations, along with Civic and Government Offices.

***“Great wines start in the vineyard”***

### **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!!

Remember—PayPal is available on the IGGPRA website.



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



Let's Cook

**Chicken Florentine**

Ingredients

- 4 boneless skinless chicken breasts
- Salt and freshly ground black pepper
- All-purpose flour, for dredging
- 6 tablespoons (3/4 stick) unsalted butter
- 2 tablespoons onion, finely diced
- 1 tablespoon finely chopped garlic
- 1 1/2 cups dry white wine
- 1 cup whipping cream
- 1 tablespoon chopped fresh parsley
- 2 (10-ounce) packages frozen cut-leaf spinach, thawed, drained



Instructions

1. Sprinkle the chicken with salt and pepper. Dredge the chicken in the flour to coat lightly then shake off any excess flour.
2. In a large skillet over medium heat, melt 2 tablespoons of butter.
3. Once melted, add the chicken and cook until brown, about 5 minutes per side.
4. Carefully move the chicken to a plate and cover with foil to keep it warm.
5. Melt 2 tablespoons of butter in the same skillet over medium heat. (Do not clean the skillet) Add the onions and garlic and saute until the onions are translucent, about 1 minute. Be sure to use a wooden spoon or spatula where you can be stirring and scraping the lovely brown bits that form.
6. Remove pan from stove and carefully pour in the wine.
7. Return pan to stove and increase the heat to medium-high and boil until the liquid is reduced by half, about 3 minutes.
8. Add the cream and boil until the sauce reduces by half, stirring often, about 3 minutes.
9. Sprinkle in the parsley.
10. Season the sauce with salt and pepper. (Be sure to try it as you go to determine the correct amounts!)
11. Add the chicken and any accumulated juices to the sauce. (If you want you can turn the

chicken to coat it in the sauce or you can pour it over when serving as I did.) Turn heat to low/warming.

12. Meanwhile, melt the remaining 2 tablespoons of butter in another large skillet over medium heat. Add the spinach and saute until heated through.

13. Season the spinach with salt and pepper to taste.

Arrange the spinach over a platter. Place the chicken atop the spinach. Pour the sauce over and serve.

**CORNED BEEF & CABBAGE SPRING ROLLS**

Ingredients:

- 10 spring roll wrappers
- 6 cups hot water for soaking wrappers
- 1 lb cooked white cabbage or use a 16oz. package of Sauerkraut, drained
- 1 medium onion, finely minced
- 1 tsp caraway seeds
- 1 tbs olive oil
- 1/2 lb thinly sliced corned beef, julienne
- 1/2 tsp ground black pepper
- 4 oz. shredded Swiss cheese, chilled
- 1 quart peanut oil or other high heat oil
- Thousand Island dressing



Oh, and don't forget the cool, frothy Guinness, not for the recipe but just to have while making the dish!

Method:

Sauté the minced onion in olive oil over a medium flame until translucent, about 5 minutes. Set aside. Place cooked cabbage or sauerkraut in a lint-free dishcloth and wring out any remaining water or brine. Place cabbage or sauerkraut in large mixing bowl. Add pepper, caraway seeds, onion, and cheese. Mix thoroughly. Set aside.

Soak one spring roll wrapper in hot water. Use tongs to remove wrapper. Place on prep area. Wrapper may stick so a lint-free cloth may be used under wrapper.

Ingredients should be added 1 inch from the edge closest to the preparer.

Add 6 slices of corned beef and then cabbage from the left to right side of the spring roll wrapper. You may have to adjust amounts, less or more, depending on the size of the wrapper or desired fullness. Fold left and right sides of wrapper over edges of filling. Roll wrapper from bottom. Repeat with remaining spring roll wrappers. Heat the oil to 375F. Fry spring rolls until golden brown and drain on paper towels. Cut in half. Serve hot with a side of Thousand Island dressing.

Enjoy!



% Sharen Rund Bloechl  
PO BOX 2288  
Atascadero, CA 93423



[www.pasorobleswinegrapes.com](http://www.pasorobleswinegrapes.com)  
[www.iggpra.com](http://www.iggpra.com)