



ATTENDANCE ROSTER

NAME

ORGANIZATION REPRESENTED

Place Santa Rosa, Ca  
"Los Carneros"

Date 1-14-81

J. H. Hagg  
 Earl Singer  
 Mary Kramer  
 Cliff Rollins  
 Rene G. Ldeasia  
 Carme Moon  
 Abbott Williams  
 Lawrence Hyde  
 J. L. Cook  
 U. E. GALLICCHIO  
 Dimitri Tchelitchoff  
 Louy Brown  
 Louy Brown  
 Jerry Jackson  
 John D. Moore  
 Mendell Lee  
 Stan Vaughn  
 Ted M. Smith, Jr.  
 J. T. Cant  
 Bill Mac Iver  
 Michaela Rodeno  
 Amy Rodeno  
 Bill O. Huntz

United Vintners, Inc.  
 CONNOISSEURS' GUIDE  
 United Vintners Inc  
 HEUBLEIN INC.  
 Buena Vista Winery  
 Grower  
 Grower  
 grower  
 Sonoma Valley Vintners Assn.  
 HEUBLEIN INC  
 BEAULIEU VINEYARD  
 BP Winery  
 Gen Public  
 Heublein, Inc.  
 27200 Sonoma Rd Sonoma  
 The Wine Sense  
 Wine Institute  
 Napa Register Newspaper  
 Gundlach-Roundschu  
 Sebastien Vineyard  
 Matanzas Creek Winery  
 Domaine Chandon  
 Sonoma



ATTENDANCE ROSTER

Place Santa Rosa, Co.  
"Los Carneros"

Date Jan. 14, 1981

NAME

ORGANIZATION REPRESENTED

Bryce Jones  
Ira Lee  
Bob Trinchese  
Patrick Lehner  
R.F. Hyde  
Yim Yezani  
F.V. Mahony  
Bob Dwyer  
Russell F. Echner  
Rene di Rosa  
Sandra MacTear  
Camel S. Abore

Sonoma-Cotner  
ACACIA WINERY  
NAPA VALLEY VINTNERS  
Viticulture Student  
Hyde Vineyards  
Press Democrat  
Carnera Creek Winery  
Napa Valley Grape Growers  
Napa Co. Farm Bureau  
Urviccy Lake Vineyard  
Mataurus Creek Winery  
Dry Creek Vineyard

1                   BEFORE THE DEPARTMENT OF THE TREASURY  
2                   BUREAU OF ALCOHOL, TOBACCO AND FIREARMS

3  
4           IN THE MATTER OF  
5           HEARING FOR LOS CARNEROS  
6           VITICULTURAL AREA  
7  
8

9                   THE ABOVE-ENTITLED MATTER CAME ON REGULARLY FOR HEARING  
10                  BEFORE THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS, AT THE  
11                  FEDERAL BUILDING, ROOM 113C, 777 SONOMA AVENUE, IN THE CITY OF  
12                  SANTA ROSA, COUNTY OF SONOMA, STATE OF CALIFORNIA, ON WEDNESDAY,  
13                  THE 14TH DAY OF JANUARY, 1981, COMMENCING AT THE HOUR OF  
14                  9:30 A.M. THEREOF, BEFORE THE HONORABLE WILLIAM T. DRAKE,  
15                  PRESIDING.

16  
17  
18  
19  
20                           TRANSCRIPT OF PROCEEDINGS

21  
22  
23  
24  
25                  REPORTED BY: SUSAN T. STANDISH, CSR No. 4473  
26  
27  
28

I N D E X

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

WITNESSES:

PAGE

VICTOR GALLICCHIO	6
WILLIAM F. HEINTZ	14
DIMITRI TCHELISTCHEFF	24
VICTOR GALLICCHIO	30
JAMES CARTER	45
VICTOR GALLICCHIO	49
WILMER NORD	50
JOHN MERRITT	56
CRAWFORD COOLEY	78
DALE RICCI	81
RENE LACASIA	85
RUSSELL EICHNER	94
BOB DWYER	98
FRANCIS MAHONEY	101
IRA LEE	108
BOB TRINCHERO	109
VICTOR GALLICCHIO	114

EXHIBITS:

1	1970 VINTAGE BEAULIEU LABEL	12
2	1976 VINTAGE BEAULIEU LABEL	12
3	JOHN WRIGHT'S NAPA VALLEY TESTIMONY	52

- - -

MEMBERS OF THE PANEL

WILLIAM T. DRAKE, CHAIRMAN

JOSEPH DEVINEY

THOMAS GEORGE

ALAN GRAHAM

IMELDA KIRK

THOMAS MINTON

ALSO PRESENT

GEORGE NEIS

BRUNO DESI DERI

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

1 WEDNESDAY, JANUARY 14, 1981

9:30 A.M.

2 ---000---

3 THE CHAIRMAN: GOOD MORNING, LADIES AND GENTLEMEN.  
4 THIS IS A HEARING TO RECEIVE TESTIMONY CONCERNING THE ESTABLISH-  
5 MENT OF A PROPOSED LOS CARNEROS VITICULTURAL AREA. THE HEARING  
6 IS NOW CALLED TO ORDER.

7 MY NAME IS BILL DRAKE. I AM THE ASSISTANT DIRECTOR,  
8 REGULATORY ENFORCEMENT FOR THE BUREAU OF ALCOHOL, TOBACCO AND  
9 FIREARMS.

10 THIS HEARING IS HELD PURSUANT TO SECTION 553 OF THE  
11 ADMINISTRATIVE PROCEDURES ACT AND SECTION 5 OF THE FEDERAL  
12 ALCOHOL ADMINISTRATION ACT. IT IS HELD FOR THE DUAL PURPOSES OF  
13 PERMITTING THOSE INTERESTED IN THIS VITICULTURAL AREA PROPOSAL TO  
14 PARTICIPATE IN THE RULE-MAKING PROCESS, AND TO MAKE SURE ALL  
15 INFORMATION RELEVANT TO THE ULTIMATE REGULATORY DECISION IS MADE  
16 AVAILABLE TO THE BUREAU.

17 BEFORE I OUTLINE THE PROCEDURES TO BE FOLLOWED IN THE  
18 CONDUCT OF THE HEARING, I WOULD LIKE TO EXPLAIN THE PROPOSED  
19 REGULATIONS. THE FEDERAL ALCOHOL ADMINISTRATION ACT, WHICH WILL  
20 BE REFERRED TO AS THE FAA ACT, PROVIDES FOR FEDERAL REGULATION  
21 OF ALCOHOLIC BEVERAGE LABELLING AND ADVERTISEMENT. SECTION 5E  
22 OF THE FAA ACT AUTHORIZES THE SECRETARY OF THE TREASURY TO REQUIRE  
23 CERTAIN STATEMENTS ON LABELS FOR WINES INCLUDING, AMONG OTHER  
24 REQUIREMENTS, STATEMENTS PROVIDING THE CONSUMER WITH ADEQUATE  
25 INFORMATION ABOUT THE IDENTITY OF THE PRODUCT.

26 UNDER THIS SECTION OF THE FAA ACT, THE BUREAU ISSUED  
27 REGULATIONS WHICH PROVIDE FOR A COMPREHENSIVE SCHEME FOR  
28 APPELLATION-OF-ORIGIN LABELLING. WE FEEL THAT APPELLATION-OF-

1 ORIGIN LABELLING INCLUDING THE USE OF AN APPROVED VITICULTURAL  
2 AREA NAME WILL HELP THE CONSUMER BETTER IDENTIFY THE WINES HE OR  
3 SHE MAY WISH TO PURCHASE.

4 UNDER THESE REGULATIONS, ANY INTERESTED PERSON MAY  
5 PETITION THE BUREAU TO ESTABLISH A DELIMITED GRAPE-GROWING REGION  
6 AS AN APPROVED VITICULTURAL AREA. THE PROPOSED AREA SHOULD BE  
7 LOCALLY OR NATIONALLY KNOWN BY THE PROPOSED NAME, AND A SPECIFIC  
8 BOUNDARY SHOULD BE SUPPORTED BY HISTORICAL OR CURRENT EVIDENCE.  
9 FURTHER, THE PROPOSED AREA SHOULD POSSESS GEOGRAPHICAL  
10 CHARACTERISTICS WHICH DISTINGUISH THE VITICULTURAL FEATURES OF THE  
11 AREA FROM OTHER SURROUNDING AREAS.

12 AFTER JANUARY 1, 1983, ONLY THE NAMES OF COUNTRIES,  
13 STATES, COUNTIES, OR APPROVED VITICULTURAL AREAS MAY BE USED AS  
14 APPELLATIONS OF ORIGIN IN WINE LABELLING AND ADVERTISING. TO  
15 THIS END, ATF WAS PETITIONED TO ESTABLISH A VITICULTURAL AREA IN  
16 NAPA COUNTY TO BE NAMED LOS CARNEROS. COPIES OF THE PETITION ARE  
17 AVAILABLE FOR INSPECTION AT THE REGISTRATION DESK, AND I WOULD  
18 ASK THAT ANYONE WHO IS HERE REGISTER TODAY BEFORE THE DAY IS  
19 OVER, PLEASE.

20 IN ORDER TO SOLICIT INPUT CONCERNING THE ESTABLISHMENT  
21 OF THIS PROPOSED AREA, WE ISSUED A NOTICE FOR PROPOSED RULE  
22 MAKING NO. 360 ON DECEMBER 15, 1980. THE SPECIFIC BOUNDARIES OF  
23 THE PROPOSED AREA ARE NOTED ON THE POSTED MAP AND NOTICE NO. 360,  
24 WHICH IS ALSO AVAILABLE AT THE REGISTRATION DESK. WRITTEN  
25 COMMENTS ON THE PROPOSED LOS CARNEROS VITICULTURAL AREA WILL BE  
26 ACCEPTED UNTIL FEBRUARY 13, 1981. ORDERS FOR COPIES OF ANY OR  
27 ALL DOCUMENTS WILL BE TAKEN AT THE REGISTRATION DESK FOR LATER  
28 SHIPMENT.

1 I WILL NOW INTRODUCE THE COURT REPORTER, WHO IS SUSAN  
2 STANDISH, EMPLOYED BY THE MAES COMPANY, M-A-E-S COMPANY, FROM  
3 WHOM COPIES OF THE HEARING TRANSCRIPT WILL BE AVAILABLE. THE  
4 ADDRESS OF THE MAES COMPANY IS 616 COLLEGE AVENUE, SANTA ROSA,  
5 CALIFORNIA 95404. FOR THE CONVENIENCE OF THE REPORTER, I ASK  
6 THAT YOU PROVIDE HER WITH A COPY OF YOUR TESTIMONY, IF AVAILABLE,  
7 BEFORE YOU BEGIN SPEAKING.

8 I ALSO WISH TO REMIND YOU THIS IS NOT AN ADVERSARY  
9 PROCEEDING. WE ARE HERE TO GATHER INFORMATION AND OPINIONS FROM  
10 ALL INTERESTED PERSONS. THEREFORE, CROSS-EXAMINATION OF THE  
11 WITNESSES IS NOT APPROPRIATE. QUESTIONS FROM THE FLOOR MAY NOT BE  
12 INTRODUCED DIRECTLY TO THE WITNESS. IF, HOWEVER, YOU FEEL THAT  
13 THE RECORD WOULD BE MORE INFORMATIVE IF A WITNESS CLARIFIED HIS  
14 OR HER TESTIMONY ON A CERTAIN POINT, YOU MAY SUBMIT A WRITTEN  
15 QUESTION TO ME TO SUBMIT TO THE WITNESS IF I SEE FIT. THE PANEL  
16 MEMBERS, OF COURSE, WILL BE FREE TO INQUIRE INTO ANY MATTER THEY  
17 FEEL WILL BE USEFUL IN THE RULE-MAKING PROCESS.

18 NOW I WOULD LIKE TO INTRODUCE THE OTHER MEMBERS OF THE  
19 PANEL. TO MY FAR RIGHT IS ALAN GRAHAM, CHIEF OF OUR COMMODITY  
20 CLASSIFICATION BRANCH IN WASHINGTON, D.C. TO HIS LEFT IS TOM  
21 GEORGE, CHIEF OF OUR REGULATIONS AND PROCEDURES DIVISION, ALSO  
22 WASHINGTON, D.C. TO MY IMMEDIATE RIGHT IS JOE DEVINEY, REGIONAL  
23 REGULATORY ADMINISTRATOR FOR THE WESTERN REGION IN SAN FRANCISCO.  
24 TO MY IMMEDIATE LEFT IS TOM MINTON, PROJECT MANAGER FOR THIS  
25 OPERATION. AND TO HIS LEFT IS IMELDA KIRK FROM OUR CHIEF  
26 COUNSEL'S OFFICE.

27 WE HAVE PREPARED AN AGENDA OF SPEAKERS WHO WILL TESTIFY.  
28 THE AGENDA FOR TODAY IS AS FOLLOWS: MR. VICTOR GALLICCHIO, MR.



1 WILLIAM F. HEINTZ, MR. DIMITRI TCHelistcheff, MR. JAMES CARTER,  
2 MR. WILMER NORD, MR. JOHN MERRITT, MR. CRAWFORD COOLEY, MR. DALE  
3 RICCI. I WILL ALSO CALL UPON THE WITNESSES IN THAT ORDER.

4 IF ANYONE DESIRES TO SPEAK OUT OF ORDER BECAUSE OF  
5 TRAVEL ARRANGEMENTS, WE WILL ATTEMPT TO ACCOMMODATE THOSE PERSONS.  
6 ANY PERSON WHO DESIRES TO SPEAK OUT OF ORDER, PLEASE LET ME KNOW  
7 NOW.

8 A VOICE: MY NAME IS RENE LACASIA WITH BUENA VISTA  
9 VINEYARDS AND WINERY. I WOULD LIKE TO PARTICIPATE.

10 THE CHAIRMAN: HOW DO YOU SPELL YOUR LAST NAME?

11 A VOICE: L-A-C-A-S-I-A.

12 THE CHAIRMAN: IS THERE ANYONE ELSE WHO WOULD LIKE TO  
13 SPEAK AFTER THE LISTED AGENDA?

14 FOR THE CONVENIENCE OF THE COURT REPORTER, I ASK THAT  
15 EACH WITNESS, BEFORE HE TESTIFY, STATE HIS FULL NAME, WHO HE  
16 REPRESENTS, AND PLEASE SPELL THE LAST NAME. THANK YOU.

17 MR. GALLICCHIO.

18  
19 VICTOR GALLICCHIO,

20 ON BEHALF OF BEAULIEU VINEYARDS, TESTIFIED AS FOLLOWS:

21 MY NAME IS VICTOR GALLICCHIO. I AM THE DIRECTOR OF  
22 THE GOVERNMENT RELATIONS AND SPECIAL PROJECT OF HEUBLEIN,  
23 INCORPORATED. I WOULD LIKE TO THANK THE MEMBERS OF THIS PANEL  
24 FOR THE OPPORTUNITY OF PRESENTING THIS PETITION ON BEHALF OF  
25 BEAULIEU VINEYARDS.

26 BEAULIEU IS A WINERY WHOLLY OWNED BY HEUBLEIN,  
27 INCORPORATED. WE HAVE SUBMITTED THIS PETITION TO ESTABLISH A  
28 VITICULTURAL AREA FOR THE LOS CARNEROS AREA OF NAPA VALLEY. THE

1 BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS HAS SET OUT FOUR BASIC  
2 REQUIREMENTS FOR THE ACCEPTANCE OF A VITICULTURAL AREA:

- 3 1. EVIDENCE THAT THE NAME LOS CARNEROS IS LOCALLY  
4 AND/OR NATIONALLY KNOWN.
- 5 2. EVIDENCE THAT THERE IS HISTORICAL AND CURRENT  
6 EVIDENCE TO SUPPORT THE BOUNDARIES AS PROPOSED.
- 7 3. EVIDENCE THAT THERE ARE CLIMATE, SOIL, AND OTHER  
8 PHYSICAL FEATURES WHICH DISTINGUISH THIS GRAPE-  
9 GROWING REGION AS BEING A SPECIFIC VITICULTURAL  
10 AREA WITHIN THE NAPA VALLEY.
- 11 4. WE HAVE SUBMITTED FOUR SEVEN-AND-A-HALF MINUTE  
12 SERIES USGA SURVEY MAPS WITH OUR PETITION. THE  
13 QUADRANGLES -- CUTTINGS WHARF, NAPA, SONOMA, AND  
14 SEARS POINT -- WERE REQUIRED TO OUTLINE THE PROPOSED  
15 BOUNDARIES.

16 THE LABELS ON THE BV WINES HAVE BEEN VERY INFORMATIVE  
17 TO THE CONSUMER. IF A WINE BOTTLED BY BEAULIEU VINEYARD IS NOT  
18 100 PER CENT OF THAT GRAPE TYPE, THEN EACH VARIETAL AND THE PER  
19 CENT USED IS STATED ON THE LABELS. IT IS TO FURTHER OUR CONCERN  
20 TO INFORM THE CONSUMER TO BE ABLE TO SELECT WINE ON THE BASIS OF  
21 REGIONAL TASTE PREFERENCE THAT WE HAVE SUBMITTED THIS PETITION  
22 FOR THE LOS CARNEROS REGION OF NAPA VALLEY.

23 IT HAS BEEN STATED AT THE HEARINGS HELD ON THE 28TH AND  
24 29TH OF APRIL, 1980, FOR THE PETITION TO ESTABLISH BOUNDARIES FOR  
25 THE NAPA VALLEY VITICULTURAL AREA, THAT LOS CARNEROS GRAPES HAVE  
26 THE SAME COMMON CHARACTERISTICS AS OTHER GRAPES OF THE SAME  
27 VARIETAL GROWN IN OTHER PARTS OF NAPA VALLEY, ALTHOUGH EACH AREA  
28 OF THE NAPA VALLEY MAY HAVE OTHER DISTINCTIVE CHARACTERISTICS.

1 I WOULD LIKE, WITH THE PANEL'S PERMISSION, TO READ A  
2 FEW TESTIMONIES FROM THAT HEARING AND REQUEST YOU TAKE NOTE OF  
3 THE REFERENCE OF LOS CARNEROS AND ITS RELATIONSHIP TO NAPA VALLEY.

4 MR. MARTINI -- TESTIMONY FROM PAGE 39. QUOTE:

5 "MY NAME IS LOUIS MARTINI, PRESIDENT AND GENERAL  
6 MANAGER OF THE LOUIS MARTINI WINERY IN ST. HELENA. I  
7 WOULD LIKE TO TESTIFY BRIEFLY ON SOME OF WHAT I WOULD  
8 CONSIDER COMMON CHARACTERISTICS OF WINES GROWN WITHIN  
9 THE VALLEY.

10 "THE PROPOSED WATER SHED AREA OF NAPA COUNTY DOES  
11 CONTRIBUTE AN UNDERLYING CHARACTER THAT IS COMMON TO  
12 ALL WINES PRODUCED FROM GRAPES GROWN WITHIN THE AREA.  
13 ALTHOUGH THERE ARE A NUMBER OF MICROCLIMATES AND SOIL  
14 TYPES IN THE VALLEY, THERE IS A CHARACTERISTIC COMMON  
15 THREAD THAT IS PERSISTENT AND IDENTIFIABLE. IT IS  
16 DIFFICULT TO DESCRIBE AND IMPOSSIBLE TO QUANTIFY; AND  
17 I SUSPECT, ESPECIALLY IN RED WINES, THAT THIS CHARACTER  
18 MAY BE TIED TO THE TANNIN COMPLEX.

19 "WE OWN VINEYARDS AND PURCHASE GRAPES IN BOTH NAPA  
20 AND SONOMA COUNTIES. IT IS OUR POLICY TO INITIALLY  
21 KEEP EACH VINEYARD'S WINE SEPARATE. IT IS NO PROBLEM  
22 TO DISTINGUISH WINES FROM OUR SONOMA VINEYARD, FROM OUR  
23 HEALDSBURG VINEYARD, AND FROM THE ALEXANDER VALLEY  
24 VINEYARDS THAT WE PURCHASE FROM OUR GRAPES FROM THE NAPA  
25 VALLEY VINEYARDS. THE NAPA VALLEY WINES HAVE A COMMON  
26 CHARACTERISTIC WHICH IS NOT PRESENT IN THE OTHER AREAS.  
27 LIKewise, EACH OF THE OTHER AREAS HAVE THEIR OWN COMMON  
28 DENOMINATOR.

1           "WITHIN THE NAPA VALLEY, WE RECEIVE GRAPES FROM ST.  
2 HELENA; FROM GROWERS AROUND ST. HELENA; FROM THE CARNEROS  
3 AREA, WHERE WE HAVE OUR OWN VINEYARDS; AND FROM CHILES  
4 VALLEY, WHERE WE HAVE OUR OWN VINEYARD. WE FIND THE  
5 SAME UNDERLYING CHARACTER FROM ALL OF THESE AREAS,  
6 ALTHOUGH THERE ARE OTHER CHARACTERISTICS THAT VARY AMONG  
7 THE AREAS.

8           "THEFORE, I BELIEVE THAT THE WINES FROM THE NAPA  
9 VALLEY ARE UNIQUE. THEY HAVE CERTAIN CHARACTERISTICS  
10 THAT ARE RECOGNIZABLE AND COMMON TO ALL VARIETIES REGARD-  
11 LESS OF WHERE WITHIN THE VALLEY THE GRAPES ARE GROWN."

12           UNQUOTE.

13           MR. MONDAVI -- TESTIMONY FROM PAGE 41 AND 42. QUOTE:

14           "I AM ROBERT MONDAVI, CHAIRMAN OF ROBERT MONDAVI WINERY.  
15 I WOULD LIKE TO MAKE THE FOLLOWING STATEMENT IN REGARD  
16 TO WINES HERE.

17           " SINCE 1937, I HAVE BEEN CRUSHING GRAPES IN THE NAPA  
18 VALLEY. THESE GRAPES HAVE COME FROM THE VARIOUS AREAS OF  
19 NAPA COUNTY, CARNEROS, YOUNTVILLE, OAKVILLE, ST. HELENA,  
20 CALISTOGA, POPE VALLEY, CHILES VALLEY, WOODEN VALLEY,  
21 AND GORDON VALLEY.

22           "ALTHOUGH THE WINES HAVE THEIR OWN CHARACTERISTICS FROM  
23 EACH OF THESE AREAS, I HAVE FOUND THAT THERE WAS A COMMON  
24 UNDERLYING THREAD WHICH RESULTED IN A WINE THAT WAS  
25 DIFFERENT FROM THAT OF SONOMA COUNTY, MENDOCINO COUNTY,  
26 MONTEREY COUNTY, AS WELL AS OTHER COUNTIES. THERE ARE A  
27 VARIETY OF FACTORS THAT GIVE THIS THE OVERALL CHARACTERISTIC  
28 OF A NAPA VALLEY WINE -- BOUQUET, TANNIN, BODY, AND

1 "TEXTURE. THERE IS A SIMILARITY OF STYLE WHICH IS UNIQUE  
2 TO NAPA VALLEY.

3 "WELL, MAYBE I BETTER EXPLAIN IT THIS WAY. FRANKLY,  
4 THE GRAPES FROM CALISTOGA, FROM ST. HELENA, FROM THEN  
5 GOING DOWN TO CARNEROS, EACH HAVE THEIR OWN CHARACTERISTIC;  
6 BUT THERE IS AN UNDERLYING CHARACTER DUE TO -- WHETHER IT  
7 IS TANNIN, BODY, TYPICAL OF NAPA VALLEY."

8 UNQUOTE.

9 BROTHER TIMOTHY -- TESTIMONY FROM PAGE 43. I QUOTE:

10 "MY NAME IS BROTHER TIMOTHY. I AM A MEMBER OF THE  
11 CHRISTIAN BROTHER ORDER AND SERVE AS VICE-PRESIDENT AND  
12 CELLARMASTER AT OUR MONT LA SALLE VINEYARDS AT NAPA,  
13 CALIFORNIA.

14 "I HEREBY DECLARE THAT THERE IS A COMMON THREAD OF  
15 CHARACTER IN NAPA VALLEY GRAPES AND THE WINE OF THOSE  
16 GRAPES THAT IS APPARENT TO A WELL-QUALIFIED WINE TASTER  
17 AND WHICH DISTINGUISHES THOSE GRAPES AND WINES FROM THE  
18 GRAPES AND WINES OF MOST OTHER AREAS.

19 "WE AT THE CHRISTIAN BROTHERS WINERY ARE ACTIVE  
20 MEMBERS OF NAPA VALLEY VINTNERS AND SUPPORT THE POSITION  
21 EXPRESSED BY ALL NAPA VALLEY VINTNERS' REPRESENTATIVES  
22 DURING THIS HEARING; NAMELY, THAT THE NAPA VALLEY IS THE  
23 WATER SHED AREA OF THE NAPA RIVER."

24 UNQUOTE.

25 MRS. NIEMI FOR MR. JAEGER -- TESTIMONY FROM PAGE 44 AND  
26 45. I QUOTE:

27 "I AM HELEN NIEMI, AND I AM GOING TO PRESENT TO YOU A  
28 STATEMENT PREPARED BY BILL JAEGER, PARTNER IN FREEMARK

1 "ABBEY AND RUTHERFORD HILL WINERIES. THESE ARE BILL'S  
2 WORDS: 'THE NAPA VALLEY, AS A WINE REGION, HAS WORLD-  
3 WIDE SIGNIFICANCE THAT DATES BACK MORE THAN 100 YEARS.  
4 IF BATF FAILS TO RECOGNIZE THE UNIVERSAL NOTORIETY THAT  
5 NAPA VALLEY WINES HAVE ACHIEVED DURING THAT TIME, OUR  
6 GOVERNMENT WILL BE BROUGHT UNDER WORLD-WIDE RIDICULE;  
7 AND THE FULL BRUNT OF THAT FIASCO WILL FALL UPON THE  
8 BUREAU.

9 "I DO NOT OPPOSE THE CREATION OF APPELLATION REGIONS  
10 SUCH AS OAKVILLE OR CARNEROS, WHICH ARE PARTS OF THE NAPA  
11 VALLEY.'" "

12 UNQUOTE.

13 I DO NOT INTEND TO REPEAT BY READING ALL THE TESTIMONY  
14 GIVEN AT THE NAPA VALLEY HEARING; HOWEVER, I DO REQUEST THAT ALL  
15 TESTIMONY GIVEN AT THE NAPA VALLEY HEARING, WHERE IT CONCERNS THE  
16 LOS CARNEROS REGION, BE ENTERED AS EVIDENCE IN THIS, THE LOS  
17 CARNEROS HEARING.

18 BEAULIEU PLANTED WINE GRAPES IN THE CARNEROS REGION IN  
19 1963. THE FIRST TIME THEY BOTTLED WINE MADE EXCLUSIVELY FROM  
20 THESE GRAPES WAS THE 1970 VINTAGE. I SUBMIT A COPY OF FEDERAL  
21 LABEL APPROVAL APPROVED NOVEMBER 22, 1974. ON THIS LABEL, IT SAYS:  
22 "BEAULIEU VINEYARD, NAPA VALLEY, PINOT NOIR, VINTAGE 1970. GROWN  
23 EXCLUSIVELY IN THE CARNEROS SECTION OF THE NAPA VALLEY, GROWING  
24 SEASON OF EXTREME COLDNESS. HARVESTED WITH DELAY IN THE MIDDLE  
25 OF OCTOBER. THE MUST HAD AVERAGE SUGAR OF 22.5 BALLING. THE  
26 WINE IS PERFUMED, LIGHT, ELEGANT, OF VERY PROMISING FUTURE.  
27 ANDRE TCHELISTCHEFF, JANUARY 30, 1972."

28 IF I MAY TAKE A PEEK AT THIS ONE.

1 THE CHAIRMAN: THIS WILL BE EXHIBIT 1.

2 MR. GALLICCHIO: IT WILL BE PART OF MY WHOLE TESTIMONY  
3 OF EXHIBIT 1.

4 FOR THE VINTAGE OF 1976, WE CHANGED OUR LABEL. THIS  
5 LABEL WAS APPROVED THE 16TH OF MAY, 1979. THIS LABEL IS STILL  
6 BEING USED TODAY. BECAUSE THE XEROX WOULD NOT GIVE COLOR, I HAVE  
7 ATTACHED A PRESENT LABEL, TOO.

8 THE CHAIRMAN: EXHIBIT 2.

9 MR. GALLICCHIO: AS YOU WILL NOTE, THE BACK LABEL ON  
10 THIS PRESENT LABEL SAYS: "BEAULIEU VINEYARD, LOS CARNEROS REGION,  
11 NAPA VALLEY, PINOT NOIR. THE CARNEROS REGION IS AT THE SOUTHERN  
12 END OF THE NAPA VALLEY AND BORDERS ON SAN FRANCISCO BAY. THE FOG  
13 BANKS THAT COOL SAN FRANCISCO ALSO COOL THIS AREA IN THE SUMMER  
14 SO THAT THE CLIMATE IS SIMILAR TO THE BURGUNDY REGION IN FRANCE.  
15 BEAULIEU PIONEERED THIS AREA AND PLANTED IT IN PINOT NOIR AND  
16 CHARDONNAY IN 1963. THE COOL CLIMATE IS PERFECT FOR THESE EARLY-  
17 RIPENING BURGUNDIAN VARIETIES. THE FRUIT RIPENS VERY SLOWLY AND  
18 EVENLY, THUS PRESERVING THE GRAPE ACIDS AND THE ELUSIVE FLAVOR  
19 COMPOUNDS. THE COLOR OF THE WINE IS A DARK RUBY, WHICH IS UNUSUAL  
20 FOR PINOT NOIR, AND THE VARIETAL CHARACTER IS INTENSELY SPICY.  
21 WE FEEL WE HAVE CAPTURED THE ESSENCE OF THIS CAPRICIOUS VARIETY."

22 WITH THE PANEL'S PERMISSION, IF I MAY, I HAVE BROUGHT  
23 OUR WINE, THE PINOT NOIR GROWN AROUND RUTHERFORD, AND ONE GROWN  
24 AROUND LOS CARNEROS. THIS WAS DONE HASTILY LAST NIGHT BECAUSE OF  
25 THE QUESTION -- I HAVE NEVER MET HER, SO I DO NOT RECALL HER NAME.

26 THE CHAIRMAN: MRS. KIRK.

27 MR. GALLICCHIO: SHE ASKED COULD YOU DISTINGUISH  
28 BETWEEN THE GRAPES?

1           YES, YOU CAN; HOWEVER, ONLY THROUGH TESTING, THROUGH  
2 ANALYTICAL TYPES. IN THE WINE, YOU CAN SEE IT MUCH MORE CLEARLY.

3           IF I HAVE THE PERMISSION, I WILL OPEN THESE BOTTLES,  
4 I WILL POUR THEM IN A GLASS. I HAVE ENOUGH GLASSES IF YOU WANT  
5 TO TASTE THE DIFFERENCE; BUT, IF YOU DO NOT, I WILL HOLD IT UP,  
6 AND YOU CAN SEE THE DIFFERENCE. THIS ONE IS DARKER, MORE FULL-  
7 BODIED IN COLOR. IT ALSO HAS A LITTLE BIT OF SEDIMENT, SO I WILL  
8 BE CAREFUL WITH SHAKING IT AROUND.

9           THIS ONE FROM RUTHERFORD IS A LOT LIGHTER.

10          I FORGOT THE CORKSCREW.

11          THE CHAIRMAN: I ASSUME YOU BROUGHT SOME CHEESE AND  
12 FRENCH BREAD, ALSO?

13          MR. GALLICCHIO: IN THE BAG, WE HAVE THE CHEESE AND  
14 FRENCH BREAD.

15          A VOICE: WE COULD HAVE A HALF HOUR ADJOURNMENT WHILE  
16 WE ALL --

17          MR. GALLICCHIO: AS MR. TCHELISTCHEFF IS MUCH MORE  
18 QUALIFIED TO GIVE YOU TECHNICAL KNOWLEDGE, AS HE IS OUR TECHNICAL  
19 ADVISER FOR TECHNICAL ADVICE OF BEAULIEU VINEYARDS, I WOULD RATHER  
20 HAVE HIM DO IT.

21          AS YOU ALL SAW, THIS ONE CAME OUT OF THIS BOTTLE. I  
22 WOULD NOT WANT TO GET MIXED UP HERE. IN MY LEFT HAND IS THE  
23 RUTHERFORD, AND IN MY RIGHT HAND IS THE OTHER.

24          MR. GRAHAM: IS THAT 100 PER CENT PINOT NOIR?

25          MR. GALLICCHIO: YES.

26          MR. GRAHAM: BOTH OF THEM?

27          MR. GALLICCHIO: BOTH OF THEM. 1976. BOTH OF THEM,  
28 AS THE LABEL STATES, PRODUCED ENTIRELY FROM PINOT NOIR GRAPES.



1 DO YOU WANT TO TASTE IT?

2 THE CHAIRMAN: NO, THANK YOU.

3 MR. GALLICCHIO: I WILL HAVE TO DRINK IT ALL MYSELF.

4 A VOICE: DO YOU WANT ANY VOLUNTEERS?

5 MR. GALLICCHIO: MR. WILLIAM HEINTZ WILL GIVE TESTIMONY  
6 ON GRAPE GROWING AND WINEMAKING IN THE CARNEROS REGION OF NAPA  
7 VALLEY. MR. TOM SELFRIDGE WAS TO TESTIFY AS TO THE SOIL AND  
8 CLIMATE; HOWEVER, HE IS UNABLE TO ATTEND THE HEARING. HE IS IN  
9 NEW YORK ON A SPEAKING TOUR. MR. DIMITRI TCHELISTCHEFF WILL READ  
10 MR. SELFRIDGE'S TESTIMONY, AND HE IS PREPARED TO ANSWER ANY  
11 TECHNICAL QUESTIONS.

12 AFTER THEY SPEAK, I WILL RETURN TO THE STAND AND MAKE  
13 OUR CONCLUSION.

14

15 WILLIAM F. HEINTZ,

16 ON BEHALF OF BEAULIEU VINEYARDS, TESTIFIED AS FOLLOWS:

17 GOOD MORNING, AGAIN. MY NAME IS WILLIAM F. HEINTZ. I  
18 LIVE IN SONOMA, CALIFORNIA. I AM A PROFESSIONAL WINE HISTORIAN  
19 AND WRITER. I HAVE BEEN ASKED BY BEAULIEU VINEYARD TO OFFER  
20 TESTIMONY AS TO THE HISTORY OF THE CARNEROS.

21 I AM BEGINNING TO FEEL LIKE A REGULAR MEMBER OF THESE  
22 PROCEEDINGS, AS THIS IS THE THIRD TIME I HAVE PARTICIPATED IN  
23 SUCH AN APPELLATION EVENT IN THE LAST SEVEN MONTHS, AS SOME OF  
24 YOUR PANEL MEMBERS KNOW. I SUSPECT THIS IS NOT MY LAST TIME, AS  
25 I HAVE RECENTLY BEEN ENGAGED IN RESEARCH IN SOUTHERN CALIFORNIA  
26 AS WELL.

27 I HASTEN TO RELIEVE YOUR MINDS THAT MY TESTIMONY THIS  
28 MORNING WILL NOT BE AS LONG AS APRIL OR AS MONDAY. I HAVE ONLY

1 ABOUT SIX PAGES, SO I HOLD TO YOUR 10-MINUTE TIME LIMIT.

2 BEAULIEU VINEYARD HAS ALREADY SUBMITTED A REPORT TO YOU  
3 THAT I PREPARED FOR THEM ON THE CARNEROS, AND MY REMARKS THIS  
4 MORNING WILL JUST BE A REVIEW OF THE HIGHLIGHTS.

5 A MAN NAMED GEORGE YOUNT IS GENERALLY CREDITED WITH  
6 HAVING BEEN THE FIRST VINEYARDIST IN NAPA VALLEY, HIS VINES HAVING  
7 BEEN BROUGHT FROM THE SONOMA MISSION IN 1838.

8 WHEN YOUNT MADE THAT TREK BY HORSEBACK, HE CROSSED BACK  
9 AND FORTH THROUGH THE CARNEROS, OF COURSE. AND, AS THE NAPA  
10 VALLEY WAS SETTLED, MANY OF ITS FIRST FARMERS AND INHABITANTS  
11 TRAVELED FROM SONOMA, SETTLING IN THE CARNEROS AND THEN EXPANDING  
12 OUT INTO THE NAPA VALLEY OR THE REMAINDER OF THE NAPA VALLEY.

13 IT IS FOR THIS REASON THAT I BELIEVE GRAPES WERE  
14 PROBABLY PLANTED VERY EARLY IN THE CARNEROS, POSSIBLY BEFORE THE  
15 GOLD RUSH. DOCUMENTING THIS HAS BEEN DIFFICULT, BUT I THINK TIME  
16 WILL PROVE THIS SPECULATION TO BE TRUE.

17 ONE OF THE REASONS FOR MY COMING TO THIS CONCLUSION IS  
18 A LETTER PRINTED IN THE NAPA REGISTER AUGUST 2, 1889, AND WRITTEN  
19 BY A VERY REPUTABLE PIONEER GRAPE GROWER AND WINE TRADER NAMED  
20 A.H. GROSSMAN. GROSSMAN WROTE IN 1889: "LET US GO BACK TO '72!"  
21 SPEAKING OF 1872, OF COURSE: "IN THAT SEASON, I LEASED THE  
22 HUICHICA VINEYARD OF W.H. WINTERS FOR A TERM OF SIX YEARS. IT WAS  
23 THEN THE LARGEST VINEYARD IN NAPA COUNTY," UNQUOTE.

24 GROSSMAN IS SAYING THAT THE LARGEST VINEYARD IN 1872 IN  
25 NAPA COUNTY WAS THAT OF W.H. WINTERS IN THE CARNEROS. I FOUND  
26 THIS VERY SURPRISING WHEN I FOUND THIS QUOTATION.

27 THE W.H. WINTERS, OR WILLIAM WINTERS REFERRED TO HERE,  
28 PURCHASED HIS LAND, ABOUT 1,200 ACRES, IN THE MIDDLE OF WHAT WE

1 NOW CALL THE CARNEROS, IN 1855 AND SUBSEQUENT YEARS. I DO NOT  
2 KNOW WHEN HE PLANTED HIS FIRST GRAPES, BUT HE HAD A WINERY THERE  
3 BY THE EARLY 1870'S, AND I BELIEVE THIS MAKES HIM THE FIRST WINE-  
4 MAKER IN THE CARNEROS.

5 WINTERS'S WINERY, OR THE RUINS OF IT, ARE STILL STANDING,  
6 INCIDENTALLY. THEY REALLY SHOULD BE A STATE HISTORICAL LANDMARK  
7 BECAUSE OF WHAT HAPPENED SUBSEQUENTLY.

8 WHEN HE DIED IN 1879, IT WAS SOLD AND RENAMED TALCOA  
9 VINEYARDS. GEORGE HUSMANN THEN TOOK OVER WINEMAKING AND RUNNING  
10 THE VINEYARD. HE IS ONE OF THE TRULY GREAT VITICULTURE PIONEERS  
11 OF AMERICA, WORKING FIRST IN MISSOURI, AND THEN IN CALIFORNIA. I  
12 BELIEVE HUSMANN CARRIED OUT AT TALCOA WHAT CAN BE DESCRIBED AS  
13 THE FIRST SCIENTIFIC EXPERIMENTS IN CALIFORNIA TO OVERCOME THE  
14 PHYLLOXERA VINE DISEASE WITH RESISTANT ROOTS. ONE OF THE  
15 RESOURCES FOR THIS IS THE REPORT OF CHARLES WETMORE TO THE BOARD  
16 OF STATE VITICULTURAL COMMISSIONERS IN 1882.

17 IT IS AT TALCOA, TOO, THAT HUSMANN THEN ENLARGED HIS  
18 GREAT CLASSIC TEXT IN WINEMAKING CALLED THE AMERICAN GRAPE  
19 GROWING AND WINEMAKING, FIRST PUBLISHED IN 1881. A SUBSEQUENT  
20 EDITION OF THAT BOOK, REWORKED AT TALCOA, ACTUALLY BEARS THAT  
21 NAME IN THE PREFACE, AND THE DATE AND YEAR.

22 NOW, THERE WERE ABOUT TWO DOZEN VINEYARDISTS IN THE  
23 CARNEROS BY THE TIME THE 1881 HISTORY OF NAPA COUNTY WAS  
24 PUBLISHED. AND I SAY ABOUT BECAUSE THEY ARE NOT SO LISTED UNDER  
25 ANY CARNEROS LABELLING. I HAVE HAD TO CULL THE NAMES OUT OF THOSE  
26 PAGES BY COMPARING THEM TO THE PROPERTY-HOLDING MAPS OF THE TIME.  
27 I ALSO CAME UP WITH 357 ACRES OF GRAPES GROWING IN THE CARNEROS.

28 NAPA HAD SOMETHING IN EXCESS OF 4,000 ACRES WHEN THE

1 BOOK WAS PUBLISHED, SO I GUESS WE ARE SPEAKING ABOUT 10 PER CENT  
2 BEING LOCATED IN THE CARNEROS OF ALL GRAPES GROWING IN 1879, 80  
3 IN THE ENTIRE NAPA COUNTY.

4 TEN YEARS LATER, NAPA COUNTY HAD 18,000 TO 20,000 ACRES  
5 OF VINES.

6 I TESTIFIED IN APRIL AT THE NAPA VALLEY HEARING THAT  
7 THIS WAS, THE 1880'S, THE MOST IMPORTANT DECADE OF GROWTH IN THE  
8 VITICULTURAL INDUSTRY IN CALIFORNIA, INCLUDING THE LAST 10 YEARS,  
9 BECAUSE OF THE TREMENDOUS INCREASE IN VINE ACREAGE. WE WENT FROM  
10 4,000 ACRES TO 20,000 ACRES IN ONLY 10 YEARS' TIME.

11 A DIRECTORY OF NAPA GRAPE GROWERS PUBLISHED IN 1891 BY  
12 THE VITICULTURAL COMMISSIONERS, WHICH I MADE REFERENCE TO MONDAY  
13 IN MY REMARKS -- THAT DIRECTORY DOCUMENTS 18,229 ACRES, BUT THE  
14 PHYLLOXERA HAD ALREADY KILLED QUITE A NUMBER OF ACRES OF GRAPES.

15 NOW JOHN MC CLURE HAD OPENED A WINERY IN THE CARNEROS  
16 BY 1877. AND A YEAR LATER, JUDGE JOHN STANLY OF THE SAN  
17 FRANCISCO MUNICIPAL COURT BENCH, SETTLED DOWN THE ROAD FROM HIM,  
18 PLANTING VINES AND CRUSHING, BY THE MID-1880'S. BY 1895, HE HAD  
19 200 ACRES IN VINES AND A WINERY HOLDING MORE THAN 100,000 GALLONS.

20 JUDGE STANLY NOT ONLY CONTRIBUTED ENORMOUSLY TO THE  
21 MAKING OF THE CARNEROS FAME, HE IS ONE OF THE PRINCIPAL AND MOST  
22 IMPORTANT INDIVIDUALS IN THE HISTORY OF NAPA VALLEY VITICULTURE.  
23 BECAUSE OF HIM, THE SAN FRANCISCO CHRONICLE LABELLED THE LOWER  
24 NAPA VALLEY AS THE CALIFORNIA MEDOC, IN ITS ISSUE OF OCTOBER 6,  
25 1889. AND I THINK A GREAT MANY MORE PEOPLE SHOULD KNOW WHAT  
26 STANLY THOUGHT OF HIS GRAPE DISTRICT 92 YEARS AGO. I WOULD LIKE  
27 TO QUOTE:

28 "I CONSIDER THAT THE LOWER END OF NAPA VALLEY IS THE

1 MOST SUITABLE LOCALITY FOR GRAPES THAT WILL YIELD RED  
2 WINE. MY REASONS FOR THIS STATEMENT ARE THAT THE DISTRICT  
3 IS WITHIN THE RANGE WHERE SEA AIR PERMEATES THE ATMOSPHERE.  
4 FROM THIS SEA AIR, THE VINES EXTRACT PROPERTIES WHICH  
5 INCREASE THE TANNIN THE THE FRUIT. THE SOFT PALL OF MIST  
6 WHICH HANGS OVER THE LOWER END OF THE VALLEY IN THE WINTER  
7 MORNINGS SERVES TO SHIELD THE VINES FROM FROST AND AT THE  
8 SAME TIME AFFORDS NOURISHMENT TO THE PLANTS. THE SALINE  
9 PROPERTIES EXISTING IN THE SEA AIR IS ALSO VALUABLE AND  
10 IMPARTS THAT PECULIAR FLAVOR TO THE FRUIT AND WINE WHICH  
11 IS SO NOTICEABLE A FEATURE IN WINES GROWN IN THE MEDOC  
12 DISTRICT OF FRANCE . . ."

13 UNQUOTE.

14 FOR ANYONE WHO DOUBTS THESE OBSERVATIONS, THERE IS  
15 STRONG DOCUMENTATION THAT HIS WINE ALWAYS SOLD FOR HIGHER PRICES  
16 THAN ANY OTHER PRODUCER IN NAPA AND SONOMA VALLEY. NOW, BESIDES  
17 THE MC CLURE, STANLY, AND TALCOA WINERIES, BY THE TURN OF THE  
18 CENTURY, THERE WAS THE FLAMANT WINERY EAST OF TALCOA, THE  
19 FLANNAGAN WINERY, GHILETTA, AND POSSIBLY FROM THREE TO SIX  
20 ITALIAN FAMILIES WHO MADE WINE AT HOME AND SOLD SOME COMMERCIALY.

21 ABOUT THIS TIME, HOWEVER, THE PHYLLOXERA VINE DISEASE  
22 WAS REAPING HAVOC IN CARNEROS VINEYARDS, AND THEN, OF COURSE, A  
23 FEW YEARS LATER CAME PROHIBITION. BY THE TIME REPEAL ARRIVED IN  
24 THE 1930'S, ONLY THE OLD STANLY WINERY STILL OPERATED, AND THE  
25 NEWLY OPENED GARRETTO WINERY.

26 THERE MAY HAVE BEEN A SMALL WINERY OR TWO THAT I DON'T  
27 KNOW ABOUT AND HAVE NOT LEARNED ABOUT, BUT, WITH THE EARLY 1940'S,  
28 LOUIS MARTINI, SR., TOOK A VERY SPECIAL INTEREST IN THE CARNEROS.

1 HE HAD BOUGHT GRAPES FOR A NUMBER OF YEARS FROM THE STANLY RANCH,  
2 LIKED WHAT HE TASTED, ESPECIALLY WHEN IT WAS CRUSHED INTO WINE.  
3 HE PURCHASED PART OF THE STANLY RANCH AND BEGAN REPLANTING.

4 SOME YEARS LATER, ANDRE TCHELISTCHEFF, A LIVING LEGEND  
5 NOW IN THE CALIFORNIA WINE INDUSTRY, CONVINCED HELEN DE PINS,  
6 DAUGHTER OF BEAULIEU FOUNDER, GEORGE LA TOUR, THAT BEAULIEU SHOULD  
7 EXPAND TO THE CARNEROS. THIS WAS ACCOMPLISHED IN 1964.

8 BOTH TCHELISTCHEFF AND THE MARTINIS WERE CONVINCED THE  
9 CARNEROS WAS THE IDEAL LOCALE FOR PINOT NOIR AND CHARDONNAY GRAPES.  
10 OTHER NOTABLE WINE GROWERS FOLLOWED THEREAFTER, INCLUDING RENE  
11 DI ROSA, THE TWO MONDAVI BROTHERS -- ROBERT FOR HIS OWN WINERY,  
12 AND PETER FOR THE CHARLES KRUG WINERY -- CARNEROS CREEK WINERY,  
13 AND FINALLY THE FRENCH CONNECTION -- WINE, THAT IS -- IN NAPA  
14 VALLEY, DOMAINE CHANDON. NEXT DOOR TO THEM, WITH A TOE ACROSS THE  
15 COUNTY LINE, IS BUENA VISTA WINERY.

16 THE REPUTATION OF THE CARNEROS HAS GROWN PHENOMENALLY  
17 IN THE LAST TWO DECADES. I NEED NOT COMMENT FURTHER ON THAT.

18 FINALLY, WHAT I WOULD LIKE TO SPEAK TO IS THE BOUNDARY  
19 QUESTION, AND RATHER BRIEFLY.

20 MY WRITTEN REPORT ALREADY SUBMITTED TO YOU SHOWS THAT,  
21 BY THE 1880'S, THERE WAS VERY CLEARLY A SUBDISTRICT OF THE NAPA  
22 WINE GROWERS ASSOCIATION, WHICH TOOK IN ALL OF THE CARNEROS. IT  
23 WAS CLEARLY BOUNDED ON THE EAST BY THE NAPA RIVER; ON THE SOUTH  
24 BY THE SAN FRANCISCO BAY; AND, GENERALLY, ON THE NORTH BY BROWN'S  
25 CREEK. AMONG THE SOURCES FOR THIS BOUNDARY IS A STORY IN THE  
26 JUNE ISSUE OF THE 1895 NAPA REGISTER, WHICH DESCRIBES THE FARMS  
27 OF THE FLY DISTRICT SOUTHWEST OF TOWN. BOON FLY, WAS A 1850  
28 SETTLER IN THE CARNEROS, AND, GRADUALLY THAT PECULIAR MONIKER WAS

1 DROPPED IN FAVOR OF CARNEROS, FOR THE CREEK THAT RUNS THROUGH THE  
2 AREA. BUT FOR MANY, MANY YEARS, IT WAS REFERRED TO AS THE FLY  
3 DISTRICT. I THOUGHT, WHEN I FIRST BEGAN RESEARCHING IT, THAT THEY  
4 HAD A FLY PROBLEM OUT THERE, AND I WAS PLEASED TO FIND OUT IT  
5 MISDIRECTED. THE FARMERS LISTED IN THIS REPORT ARE OR WERE ALL  
6 IN THE AREA NOW KNOWN AS THE CARNEROS.

7 THE WESTERN BOUNDARY OF THE CARNEROS IS THE ONLY ONE  
8 THAT IS NOT CLEARLY MENTIONED IN HISTORIC TEXTS THAT I HAVE BEEN  
9 ABLE TO LOCATE. PERHAPS THE VERY FACT THAT IT IS NOT CLEARLY  
10 LOCATED MEANS THAT IT WAS THE COUNTY LINE AND WAS SO WELL UNDER-  
11 STOOD THAT IT DID NOT REQUIRE A SPECIFIC REFERENCE. AND LET ME  
12 GIVE YOU AN EXAMPLE.

13 IN JUNE, 1881, T.B. MC CLURE REPORTED ON THE ACRES OF  
14 VINES IN HIS SUBDISTRICT SOUTHWEST OF NAPA. IT WAS DEFINED AS  
15 FOLLOWS, QUOTE: "MR. MC CLURE, SUBDISTRICT COMPRISING VINEYARDS  
16 WEST OF NAPA RIVER AND SOUTH OF SONOMA ROAD."

17 NOW, SOMEONE ELSE REPORTED NORTH OF THE SONOMA HIGHWAY.  
18 NOTHING ELSE IS STATED ABOUT THE DIRECTIONS HERE, AND LET ME  
19 REPEAT THAT ONE LINE. "MR. MC CLURE, SUBDISTRICT COMPRISING  
20 VINEYARDS WEST OF NAPA RIVER AND SOUTH OF THE SONOMA ROAD."

21 OBVIOUSLY, THE SOUTHERN BOUNDARY FOR MR. MC CLURE'S  
22 SUBDISTRICT WAS THE BAY. AND THE WESTERN BOUNDARY? WELL, THERE  
23 IS NO DELINEATION. AND WAS HE SUPPOSED TO GO TO SONOMA CREEK?  
24 OR PERHAPS STOP AT THE COUNTY LINE? OBVIOUSLY, HE STOPPED AT THE  
25 COUNTY LINE, FOR THIS WAS, AFTER ALL, A NAPA COUNTY ORGANIZATION.  
26 HE CERTAINLY WOULD NOT HAVE BEEN REPORTING ON SONOMA GRAPE  
27 GROWERS TO A NAPA COUNTY WINE ORGANIZATION. THEY DID NOT PUT IT  
28 IN THE NEWSPAPER. IT WAS SO WELL UNDERSTOOD, APPARENTLY, THAT IT

1 WAS NOT NEEDED.

2           THERE IS ANOTHER REASON WHY THAT INVISIBLE POLITICAL  
3 BOUNDARY MIGHT AS WELL HAVE BEEN A BRICK WALL. BY POLITICAL  
4 BOUNDARY, I MEAN THE COUNTY LINE. NAPA VALLEY HAS LONG ACCEPTED  
5 WITH PRIDE THAT IT IS OFTEN DESCRIBED IN PRINT AS THE PREMIER  
6 WINE REGION OF AMERICA. THAT REPUTATION CAME ABOUT, NOT ONLY  
7 BECAUSE IT MADE EXTREMELY FINE WINE, BUT BECAUSE IT HAS ALWAYS  
8 EXCELLED IN GOOD PUBLIC RELATIONS AND PRESS RELATIONS.

9           THAT CAN BE DOCUMENTED. THERE IS IN NAPA VALLEY, A  
10 STRONG SPIRIT OF TOGETHERNESS, AS EXEMPLIFIED BY THE SLOGAN USED  
11 IN 1935, WHEN THE FIRST COUNTY WINE AND GRAPE ORGANIZATION WAS  
12 FORMED AFTER PROHIBITION IN CALIFORNIA IN NAPA VALLEY. THE VERY  
13 FIRST ONE FORMED IN CALIFORNIA AFTER PROHIBITION. THE SLOGAN OF  
14 THAT ORGANIZATION WAS: "USE NAPA VALLEY DRY WINES -- NAPA COUNTY  
15 GRAPES FOR NAPA VALLEY WINES."

16           THIS SLOGAN WAS TAKEN SERIOUSLY. LIKE THE WOODEN AND  
17 GORDON VALLEY GROWERS BEFORE PROHIBITION WHO CARTED THEIR GRAPES  
18 OVER THE STEEP ROADS RATHER THAN SELL THEM IN SOLANO COUNTY, IN  
19 PART BECAUSE THE PRICE WAS HIGHER -- I DISCUSSED THIS IN DETAIL,  
20 FOR EXAMPLE, AT THE NAPA COUNTY APPELLATION HEARINGS -- CARNEROS  
21 GROWERS, TOO, BROUGHT THEIR GRAPES TO NAPA OR THE LOCAL CARNEROS  
22 WINERY. IT WAS THE CUSTOMARY THING TO DO. IT WAS THE NAPA VALLEY  
23 LOCAL PRIDE THING TO DO.

24           THANK YOU VERY MUCH FOR ALLOWING ME TO AGAIN PARTICIPATE  
25 IN THIS VERY HISTORIC EVENT.

26           QUESTIONS?

27           MR. GRAHAM: YES. THANK YOU, MR. HEINTZ.

28           WAS THE WESTERN COUNTY LINE, TO YOUR KNOWLEDGE, ALWAYS



1 THE SAME?

2 MR. HEINTZ: NO.

3 MR. GRAHAM: WE HEARD TESTIMONY, I BELIEVE IT WAS,  
4 MONDAY THAT THE NORTHERN COUNTY LINE OF NAPA WAS UP AROUND CLEAR  
5 LAKE AT ONE TIME. DID ANYTHING HAPPEN AT THAT TIME ON THE  
6 WESTERN SIDE?

7 MR. HEINTZ: YES. THERE HAS BEEN LITIGATION OVER THE  
8 NAPA-SONOMA COUNTY LINE AT LEAST FIVE TIMES THAT I KNOW OF,  
9 ESPECIALLY IN THE NORTHERN ENDS AROUND KNIGHTS VALLEY. I DO NOT  
10 HAVE THE DOCUMENTATION ON THIS. I HAVE SEEN IT. I READ THE 19TH  
11 CENTURY NEWSPAPERS.

12 AND I THINK THERE WAS SOME IN LOVALL VALLEY. I DON'T  
13 KNOW PERSONALLY OF LITIGATION INVOLVING THE COUNTY LINE IN THE  
14 CARNEROS. MY RECOLLECTION OF THESE STORIES IS THAT IN MOST CASES  
15 WHEN THE LINE WAS MOVED BACK OR FORTH, IT WAS A VERY SMALL AMOUNT  
16 OF LAND INVOLVED. IT WAS NOT A MAJOR CHANGE.

17 NOW, I COULD BE CORRECTED WITH MORE DOCUMENTATION. I  
18 HAVE A REFERENCE TO A LAND CASE INVOLVING THE BOUNDARY OF THE  
19 CARNEROS, WHICH I HAVE NOT HAD THE OPPORTUNITY TO GO THROUGH IN  
20 MICROFILM IN SAN FRANCISCO. I THOUGHT THAT MIGHT SHED SOME LIGHT  
21 ON IT. AND WHEN I DO, I WILL SUBMIT A WRITTEN STATEMENT TO YOU  
22 ON THAT.

23 MR. GRAHAM: I WOULD APPRECIATE THAT.

24 MRS. KIRK: I HAVE A QUESTION. YOU INDICATED THAT THE  
25 CARNEROS BOUNDARY HISTORICALLY WENT TO THE BAY; IS THAT CORRECT?

26 MR. HEINTZ: THAT'S RIGHT.

27 MRS. KIRK: ON THE PROPOSED LOS CARNEROS VITICULTURAL  
28 AREA, IT DOESN'T SEEM TO GO ALL THE WAY TO THE BAY; IS THAT

1 CORRECT?

2 MR. HEINTZ: I AM NOT TOTALLY FAMILIAR WITH THE --

3 A VOICE: I WILL ANSWER THE QUESTION.

4 MR. HEINTZ: -- WITH WHAT THE EXACT BOTTOM LINES ARE.

5 HAVE THEY CUT IT OFF ACROSS -- I SUPPOSE SOMEONE HAS ACCEPTED A

6 MORE UNDERSTANDABLE BOUNDARY AREA. I AM NOT SURE WHAT THE --

7 A VOICE: BILL, IF I CAN INTERJECT, I REQUEST THAT THE

8 QUESTIONS BE AFTER I COMPLETE MY TESTIMONY.

9 MR. HEINTZ: MAY I JUST MAKE ONE STATEMENT IN RELATION-

10 SHIP TO THAT. I AM NOT SURE JUST HOW THE CARNEROS -- WHETHER THE

11 CARNEROS ALL THE TIME WENT TO THE SOUTHERN END TO THE WATERS. I

12 DO KNOW, I THINK, MY REASON FOR COMING TO THIS CONCLUSION IS THAT

13 OCCASIONALLY IN THE 19TH CENTURY, THERE WOULD BE A DESCRIPTION OF

14 WHAT WAS THE NAPA VALLEY IN NEWSPAPERS. AND, GENERALLY, I NEVER

15 SAW A LIMITING OF IT ONE WAY OR THE OTHER.

16 MR. GEORGE: YOU MENTIONED JUDGE STANLY. AND COULD YOU

17 POSSIBLY TELL THE PANEL WHERE HIS RANCH HOLDINGS WERE LOCATED AND

18 HOW EXTENSIVE THEY WERE.

19 MR. HEINTZ: MOST OF THE PEOPLE IN THE ROOM WILL UNDER-

20 STAND THIS. I DON'T KNOW WHETHER YOU HAVE DRIVEN THERE RECENTLY.

21 WHEN YOU ARE DRIVING FROM SONOMA TO NAPA AND YOU ARE

22 DRIVING THROUGH THE CARNEROS, ALL OF A SUDDEN THE ROAD BEGINS A

23 RATHER SHARP LEFT TURN, AND YOU ARE SEEING THE TOWN OF NAPA. IN

24 OTHER WORDS, WHERE THAT TURN IS MADE, THERE IS NOW A GREAT DEAL

25 OF ROAD WORK BEING MADE. THERE IS A NEW BRIDGE THAT WILL BE

26 OPENED A LITTLE BIT FURTHER AND WILL MAKE A SHORT CUT. YOU CAN

27 AVOID GOING THROUGH THE TOWN OF NAPA WHEN YOU ARE GOING THROUGH

28 THE VALLEY. THERE IS A ROAD CUTTING THERE RIGHT ACROSS THE

1 HIGHWAY CALLED STANLY LANE. THERE IS A LARGE GROVE OF EUCALYPTUS,  
2 AND I BELIEVE LOUIS MARTINI OWNS THE VINEYARDS JUST DIRECTLY WEST  
3 OF THAT LARGE GROVE OF EUCALYPTUS, WHICH WAS STANLY'S WINERY.  
4 RIGHT IN THE VERY CENTER OF THE CARNEROS.

5 MRS. KIRK: ONE MORE QUESTION. IN YOUR HISTORICAL  
6 RESEARCH, HAVE YOU FOUND ANY AREAS OUTSIDE OF THE PROPOSED AREA  
7 WHICH HAVE BEEN KNOWN AS LOS CARNEROS?

8 MR. HEINTZ: I AM NOT SURE I UNDERSTAND YOUR QUESTION.  
9 YOU MEAN, PERHAPS OUTSIDE OF THE NAPA COUNTY ITSELF?

10 MRS. KIRK: OUTSIDE OF THE PROPOSED BOUNDARIES HERE.

11 MR. HEINTZ: NO, I HAVE NOT. DEFINITELY NOT.

12 THE CHAIRMAN: THANK YOU, MR. HEINTZ.

13 MR. TCHELISTCHEFF.  
14

15 DIMITRI TCHELISTCHEFF,

16 ON BEHALF OF BEAULIEU VINEYARDS, TESTIFIED AS FOLLOWS:

17 MY NAME IS DIMITRI TCHELISTCHEFF, AND I WORK FOR  
18 BEAULIEU VINEYARDS, AND I AM READING THIS PAPER FOR TOM SELFRIDGE,  
19 WHO COULD NOT BE PRESENT.

20 THE FIRST PAGE IS THE INTRODUCTION.

21 THE CHAIRMAN: WOULD YOU KEEP THE MICROPHONE CLOSER TO  
22 YOU.

23 MR. TCHELISTCHEFF: HOW IS THAT?

24 THE CHAIRMAN: THANK YOU.

25 MR. TCHELISTCHEFF: THE CRESCENT-SHAPED REGION  
26 EXTENDING ACROSS THE SOUTHERN PORTION OF NAPA COUNTY AND SKIRTING  
27 SAN PABLO BAY HAS, FOR THE MOST PART OF THIS CENTURY, BEEN  
28 RECOGNIZED AS A UNIQUE VITICULTURAL REGION. AS BILL HEINTZ HAS

1 STATED, THIS REGION COULD COMPRISE THE SECOND OLDEST VINEYARD  
2 PLANTINGS IN NAPA COUNTY; AND, AS HE SPECULATES, THIS REGION  
3 COULD HAVE BEEN A NATURAL EXPANSION OF THE ORIGINAL SONOMA COUNTY  
4 PLANTINGS AS THEY PROGRESSED EASTWARD ALONG THE MAYACMAS MOUNTAIN  
5 FRINGES TOWARDS NAPA COUNTY.

6 THIS REGION WAS ESTABLISHED IN THE 1800'S UNDER THREE  
7 LAND GRANTS REFERRED TO ON THE UNITED STATES GEOLOGICAL SERVICE  
8 MAPS AS RANCHO HUICHICA, RANCHO ENTRE DE NAPA, RINCON DE LOS  
9 CARNEROS.

10 KNOWN LOCALLY UNDER VARIOUS NAMES, THE MORE WELL KNOWN  
11 BEING THE FLY DISTRICT AND THE LOS AMIGOS SCHOOL DISTRICT, THE  
12 REGION HAS NOW BECOME KNOWN AS THE CARNEROS REGION. AS STATED BY  
13 BILL HEINTZ, IT APPEARS THAT THIS REGION EARNED THIS NAME IN THE  
14 1950'S FROM THE OLD SCHOOL DISTRICTS IN THE AREA.

15 TODAY THE NAME CARNEROS HAS BECOME A LOCALLY ACCEPTED  
16 NAME WITHIN THE NORTH COAST COUNTIES OF CALIFORNIA AND IS  
17 GENERALLY ACCEPTED AS THAT REGION OF NAPA COUNTY LOCATED SOUTH OF  
18 THE CITY OF NAPA. MOST PEOPLE INVOLVED IN THE WINE INDUSTRY OF  
19 NORTHERN CALIFORNIA RECOGNIZE THE CARNEROS REGION AS AN AREA WITH  
20 DISTINCT VARIETAL DIFFERENCES AND DISTINCT WINE GROWTH CHARACTER-  
21 ISTICS.

22 THE SECOND PAGE IS LABELLED AS DISCUSSION, TOPOGRAPHY  
23 AND SOILS.

24 UNLIKE THE NAPA VALLEY, WHERE THE BULK OF THE VINEYARDS  
25 ARE PLANTED ON FLAT VALLEY BOTTOM, LOS CARNEROS VINEYARDS ARE  
26 ESTABLISHED ON ROLLING HILLS AND WITHIN SHALLOW VALLEYS. THE  
27 VITICULTURAL AREA, AS PROPOSED, WOULD EXTEND FROM TIDAL PLAINS  
28 IN THE SOUTH ALONG SAN PABLO BAY TO SALINE SOILS FURTHER INLAND,

1 AND EXTENDING INTO SHALLOW VALLEYS AND ROLLING HILLS TO THE EAST  
2 AND NORTH, AND THE MAYACMAS MOUNTAINS IN THE NORTHWEST.

3 IN ESTABLISHING THESE BOUNDARIES, CERTAIN NON-PRODUCTIVE  
4 AREAS WERE INCLUDED AS DETAILED:

5 (1) PORTIONS OF THE CITY OF NAPA AND TOWNSHIP DEVELOP-  
6 MENT AREAS IN THE NORTHEAST CORNER.

7 (2) THE FLOOD PLAIN OF THE NAPA RIVER ALONG THE  
8 EASTERN BOUNDARY.

9 (3) THE AREA OCCUPIED BY STATE HIGHWAY CONSTRUCTION  
10 ALONG THE EASTERN BOUNDARY.

11 (4) MUD FLATS AND HEAVILY SALINE SOILS ALONG THE  
12 SOUTHERN BOUNDARY AND THE SOUTHWEST CORNER.

13 (5) MOUNTAIN RANGES AND TERRAIN NOT GENERALLY SUITABLE  
14 FOR VINEYARD DEVELOPMENT ALONG THE UPPER PORTION OF THE  
15 WESTERN BOUNDARY AND THE NORTHWEST CORNER.

16 (6) HOUSING DEVELOPMENTS ALONG THE NORTHERN BOUNDARY.

17 THESE PROPOSED BOUNDARIES WERE SELECTED IN ORDER TO  
18 PROVIDE BATF WITH A REGION READILY RECOGNIZABLE FROM CURRENT UNITED  
19 STATES GEOLOGICAL SERVICES MAPS. AS STATED BY MR. GALLICCHIO,  
20 THE WESTERN BOUNDARY WAS CHOSEN AS THE NAPA-SONOMA COUNTY LINE IN  
21 ORDER TO AVOID THE CONFUSION INCURRED WITH OVERLAPPING DISTRICTS.  
22 IT SHOULD BE NOTED FROM THE MAPS PROVIDED THAT, EXCEPT FOR THE  
23 WESTERN BOUNDARY, THE AREAS WHICH ARE GENERALLY ACCEPTED AS BEING  
24 VITICULTURALLY NON-PRODUCTIVE AREAS TEND TO ISOLATE LOS CARNEROS  
25 FROM THE REMAINDER OF NAPA VALLEY.

26 IT SHOULD BE FURTHER NOTED THAT THE AREA TO BE EAST OF  
27 THE NAPA RIVER WAS NOT INCLUDED IN THE ORIGINAL LAND GRANTS OF  
28 THE 1800'S, AND HAS BEEN EXCLUDED FROM OUR PROPOSED VITICULTURAL

1 REGION.

2 LOS CARNEROS IS GENERALLY REGARDED AS A DIFFICULT AND  
3 UNIQUE REGION IN WHICH TO GROW GRAPES, AND THE FOLLOWING QUOTATION  
4 FROM A RECENT ARTICLE IN A WIDELY READ WINE PUBLICATION EMPHASIZES  
5 THE PUBLIC'S KNOWLEDGE OF LOS CARNEROS. QUOTE:

6 "A COMBINATION OF FACTORS MAKES CARNEROS A DIFFICULT  
7 PLACE TO GROW WINE GRAPES. THE WINDS WHISTLE OFF SAN  
8 PABLO BAY WITH A VENGEANCE, BRINGING COOL BREEZES UP THE  
9 ENTIRE LENGTH OF NAPA VALLEY. THE SOIL TENDS TO BE  
10 SHALLOW, WITH A HARD PAN THAT DOESN'T TAKE KINDLY TO  
11 YOUNG ROOTS. SALT WATER IS AN INCREASING HAZARD TO THE  
12 HEALTH AND LONGEVITY OF THE VINES AS YOU MOVE SOUTH OF  
13 ROUTE 121, THE NORMAL ROUTE UP FROM THE GOLDEN GATE BRIDGE  
14 TO NAPA. THE WINDS CAN BE SO DIFFICULT THAT ONE DETRACTOR  
15 TOLD ME THAT BEAULIEU IS THE ONLY GOOD VINEYARD DOWN THERE.  
16 BUT THE EXCELLENCE OF MANY OTHER CARNEROS-BASED WINES MORE  
17 THAN DISPROVES SUCH A CLAIM."

18 THE GENERAL TOPOGRAPHY OF LOS CARNEROS IS HILLY WITH  
19 SHALLOW SOILS, GENERALLY HIGH IN CLAY CONTENT. THE GENERAL SOILS  
20 MAP OF NAPA COUNTY PRODUCED BY THE UNITED STATES DEPARTMENT OF  
21 AGRICULTURE, SOIL CONSERVATION SERVICE, SHOWS THAT SIX BASIC SOIL  
22 TYPES PREDOMINATE IN THE SOUTHERN PORTION OF NAPA COUNTY; AND OF  
23 THE SIX BASIC SOIL TYPES, ONLY THREE ARE FOUND IN THE AREA  
24 REGARDED AS THE NAPA VALLEY FLOOR. IT SHOULD BE NOTED THAT THERE  
25 ARE EXCEPTIONS TO EVERY RULE, AND WITHIN THE SOIL TYPES THERE ARE  
26 BOUND TO BE VINEYARD DIFFERENCES. THE THREE PREDOMINANT SOIL  
27 TYPES IN LOS CARNEROS ARE BALE-COLE-YOLO, HAIRE-COOMBS, AND  
28 REYES-CLEAR LAKE.

1 BY FAR THE MOST WIDESPREAD SOIL WITHIN THE PROPOSED  
2 VITICULTURAL AREA IS THE HAIRE-COOMBS, LOCATED IN THE AREAS  
3 ADJACENT TO HIGHWAY 121 AND 12; WITH THE SECOND LARGEST AREA THE  
4 REYES-CLEAR LAKE SERIES, LOCATED IN THE SOUTHERN TIDAL PORTION OF  
5 THE PROPOSED VITICULTURAL AREA. THE BALE-COLE-YOLO SERIES IS  
6 LOCATED ALONG THE CARNEROS CREEK AND COMPRISES A RELATIVELY SMALL  
7 AREA OF THE PROPOSED VITICULTURAL AREA. IN CONTRAST, THE BALE-  
8 COLE-YOLO SERIES IS THE PREDOMINANT NAPA VALLEY SOIL TYPE; AND,  
9 AS SHOWN ON THE MAP, EXTENDS THROUGHOUT THE NAPA VALLEY.

10 THE TECHNICAL DESCRIPTION OF THE SOILS AS STATED IN THE  
11 SOIL CONSERVATION SERVICE PUBLICATION SHOWS THE BALE-COLE-YOLO  
12 SERIES TO BE VERY SIMILAR TO THE HAIRE-COOMBS SERIES, WHEREAS THE  
13 REYES-CLEAR LAKE SERIES IS SIGNIFICANTLY DIFFERENT IN THAT IT IS  
14 MORE POORLY DRAINED AND HIGHER IN CLAY AND CLAY LOAM.

15 OUR GENERAL EXPERIENCE HAS SHOWN THE SOILS IN OUR  
16 VINEYARDS IN LOS CARNEROS TO BE HIGHER IN CLAY CONTENT, CONSIDER-  
17 ABLY SHALLOWER THAN, AND LESS WELL-DRAINED THAN OUR NAPA VALLEY  
18 VINEYARDS, WHICH ARE QUITE REPRESENTATIVE OF NAPA VALLEY SOIL  
19 TYPES. THE LOS CARNEROS SOILS ALSO EXHIBIT POOR WATER PENETRATION  
20 CHARACTERISTICS AND ARE SUBJECT TO EXCESSIVE WATER RUNOFF AND  
21 EROSION DURING THE WINTER MONTHS.

22 THE SOILS DIFFER CONSIDERABLY WITHIN LOS CARNEROS, AND  
23 WHAT HOLDS TRUE IN ONE REGION NEED NOT BE TOTALLY VALID IN ANOTHER  
24 LOCATION. IN SOME LOCATIONS, THE SUBSOIL COMPRISES A HEAVY, DARK  
25 ORGANIC SUBSOIL THAT APPEARS TO RESTRICT ROOT GROWTH.

26 THE NEXT TITLE IS CLIMATE.

27 CLIMATICALLY, LOS CARNEROS DIFFERS SIGNIFICANTLY FROM  
28 THAT AREA OF NAPA VALLEY TO THE NORTH OF THE CITY OF NAPA. AS

1 SHOWN ON THE ATTACHED MAP, RAINFALL IS FOUND TO INCREASE NORTH-  
2 WARDS THROUGH THE COUNTY WITH APPROXIMATELY 35 INCHES PER YEAR IN  
3 ST. HELENA AND LESS THAN 25 INCHES PER YEAR SOUTH OF NAPA.  
4 TEMPERATURES TEND TO DIFFER BETWEEN THE TWO LOCATIONS, ALSO, WITH  
5 MORE MODERATE TEMPERATURES FOUND IN LOS CARNEROS. THE CLOSE  
6 PROXIMITY OF SAN PABLO BAY GREATLY INFLUENCES THE DAILY TEMPERA-  
7 TURES AND GENERALLY RESULTS IN A MORE MODERATE CLIMATE. DAYTIME  
8 HIGHS ARE SLIGHTLY LOWER THAN OTHER PARTS OF NAPA VALLEY; AND,  
9 BECAUSE OF THE CONTINUAL SEA BREEZES, LOS CARNEROS COOLS OFF  
10 RELATIVELY FASTER IN THE AFTERNOON THAN OTHER PARTS OF THE NAPA  
11 VALLEY. THESE COOL OCEAN BREEZES RAPIDLY DROP THE AIR TEMPERATURE,  
12 AND, CONSEQUENTLY, THE VINE TEMPERATURE; SO THAT THE VINE DOES NOT  
13 EXPERIENCE PROTRACTED PERIODS OF HIGH AFTERNOON TEMPERATURE  
14 DURING THE SUMMER.

15 THE ATTACHED TABLE ILLUSTRATES THE APPARENT TEMPERATURE  
16 DIFFERENCES BETWEEN TWO UNITED STATES WEATHER STATIONS LOCATED  
17 IN NAPA AND ST. HELENA AND INDICATES THE APPARENT Milder WINTER  
18 TEMPERATURES IN CARNEROS AND THE COOLER SUMMER TEMPERATURES,  
19 VERSUS THE COOLER WINTER IN ST. HELENA AND WARMER SUMMERS.

20 THESE CLIMATIC CONDITIONS MAKE FOR A COOL GROWING  
21 SEASON AND ALSO LENGTHEN THE GROWING SEASON SLIGHTLY. BECAUSE  
22 OF THE COOL GROWING CONDITIONS IN CARNEROS, WE HAVE FOUND BUD  
23 BREAK AND BLOOM TO BE APPROXIMATELY 7 TO 14 DAYS BEHIND OUR OTHER  
24 NAPA VALLEY VINEYARDS. IT HAS ALSO BEEN OUR EXPERIENCE THAT THE  
25 CARNEROS REGION IS TOO COOL TO ADEQUATELY MATURE CABERNET  
26 SAUVIGNON GRAPES.

27 CONCLUSION. IT HAS BEEN OUR EXPERIENCE THAT THE SOIL  
28 TYPE AND MICROCLIMATE OF THE PROPOSED CARNEROS VITICULTURAL REGION



1 REQUIRE CULTURAL PRACTICES DIFFERENT FROM THOSE OF OTHER PARTS  
2 OF THE NAPA VALLEY. ALSO, THIS REGION IS MORE SUITED TO THE  
3 EARLY RIPENING GRAPE VARIETIES, SUCH AS PINOT NOIR AND CHARDONNAY.  
4 THESE WINES, WHEN PRODUCED AT OUR WINERY FROM CARNEROS REGION  
5 GRAPES, ARE SIGNIFICANTLY DIFFERENT IN CHARACTER TO THOSE  
6 PRODUCED FROM THE SAME VARIETIES GROWN IN VINEYARDS TO THE NORTH  
7 OF CARNEROS.

8 WE FEEL THAT THE PINOT NOIR GRAPES ARE DIFFERENT IN THAT  
9 THERE ARE HIGHER LEVELS OF TANNINS, AND THE RESULTING WINE COLOR  
10 IS MORE INTENSE AND ALSO MORE STABLE. BOTH THE AROMA AND FLAVOR  
11 ARE ALSO VERY INTENSELY VARIETAL AND HAVE A DISTINCTLY REGIONAL  
12 CHARACTER.

13 THE PINOT NOIR GRAPES HAVE A VERY GOOD SUGAR/ACID  
14 BALANCE DUE TO THE LONG, COOL GROWING SEASON, AND HAVE EXCELLENT  
15 VARIETAL CHARACTER.

16 THE CHAIRMAN: ARE WE GOING TO ASK ALL THE QUESTIONS OF  
17 YOU?

18 A VOICE: YES. I WOULD PREFER IT THAT WAY BECAUSE  
19 PART OF MY TESTIMONY MAY ANSWER THE QUESTION.  
20

21 VICTOR GALLICCHIO,

22 FURTHER TESTIFIED AS FOLLOWS:

23 WE COME TO THE HARD PART. WHERE IS LOS CARNEROS  
24 EXACTLY? AS TO THE BOUNDARIES, IN OUR PETITION WE UTILIZED THE  
25 REQUIREMENTS OF THE REGULATIONS; THE WESTERN BOUNDARY BEING THAT  
26 OF THE SONOMA COUNTY-NAPA COUNTY LINE; THE NORTHERN BOUNDARY,  
27 T.6.N./T.5.N. TOWNSHIP LINES, AND BROWN'S VALLEY CREEK, AND NAPA  
28 CREEK; THE EASTERN BOUNDARY OF THE NAPA RIVER; AND THE SOUTHERN

1 BOUNDARY, THE NAPA COUNTY-SOLANO COUNTY LINE.

2 THE PROPOSED BOUNDARIES OF THE CARNEROS VITICULTURAL  
3 REGION HAVE BEEN ESTABLISHED UTILIZING READILY RECOGNIZABLE  
4 TOPOGRAPHICAL FEATURES ON USGS MAPS.

5 IN ESTABLISHING THESE BOUNDARIES BASED ON TOPOGRAPHICAL  
6 FEATURES, CERTAIN NON-PRODUCTIVE AREAS WERE INCLUDED.

7 LET ME STATE VERY CLEARLY BV HAS NOT LOOKED INTO ANY  
8 OF THOSE BOUNDARIES. WE ARE WILLING TO CHANGE ANY OF THEM FOR  
9 THE BENEFIT OF VITICULTURAL GROWING AND MAKING OF WINE. HOWEVER,  
10 ONE THING WE WANT TO STAND PAT ON. AND THAT IS, WHATEVER LINE IS  
11 ACCEPTED, ONE VITICULTURAL AREA CANNOT OVERLAP ANOTHER. THAT IS  
12 OUR BELIEF, AND I WILL EXPLAIN WHY.

13 IT IS OUR BELIEF, TO ELIMINATE CONFUSION, THAT OVER-  
14 LAPPING OF VITICULTURAL AREAS SHOULD NOT BE PERMITTED. WHAT WE  
15 DO HERE TODAY WILL, WE HOPE, OBTAIN MORE CREDIBILITY FOR UNITED  
16 STATES WINES AND FURTHER INFORM THE CONSUMER.

17 MOST IMPORTANTLY, WE BELIEVE THAT THE REGION OF THE LOS  
18 CARNEROS VALLEY, LIKE THE NAPA VALLEY, BE UTILIZED WHEN A DECISION  
19 IS MADE ON THE BOUNDARIES; FOR IT IS THE RIVERS AND CREEKS WHICH  
20 ENCOMPASS THE AREA IN THE SOUTHERN PART OF THE VALLEY -- THAT IS,  
21 THE NAPA VALLEY -- WHICH PROVIDES THE VALLEY WITH THE AIR  
22 CONDITIONING EFFECT FROM THE BAY'S HEAVY RAINFALL IN WINTER, AND  
23 THE COOLING EFFECT OF THE FOG IN THE SUMMER, WHICH MAKES THIS  
24 AREA UNIQUE.

25 WE WILL ALL AGREE THAT THERE IS A LOS CARNEROS AREA.  
26 THERE IS A SOIL AND A CLIMATE FAVORABLE FOR THE GROWING OF WINE  
27 GRAPES IN THE AREA. JUST WHERE THE BOUNDARIES ARE, WE HAVE GIVEN  
28 YOU OUR OPINION, BUT IT IS FOR YOU TO DECIDE.

1           IN CONCLUSION, I WILL CALL TO YOUR ATTENTION THE PIT-  
2 FALLS AND CONFUSIONS OF OVERLAPPING. WHAT DO WE DO WITH THE  
3 OVERLAPPED AREA? DOES IT HAVE THE PRIVILEGE OF ALL THE AREAS?

4           I CANNOT MAKE THE DECISION. ONLY YOU, THE BATF, CAN  
5 DO THAT. I CAN ONLY ASSIST WITH TESTIMONY OF FACTS AND A  
6 CONCLUSION OF OPINION.

7           THE MICROCLIMATIC VITICULTURAL AREA MUST BE TOTALLY  
8 WITHIN THE LARGER VITICULTURAL AREA TO ELIMINATE CONFUSION AND  
9 DECEPTION. AS NOTED BY THE TESTIMONY I HAVE READ, LOS CARNEROS  
10 IS WITHIN THE NAPA VALLEY HISTORICALLY.

11           I HAVE BEEN IN THE ALCOHOLIC BEVERAGE INDUSTRY FOR THE  
12 GREATER PART OF MY LIFE, A GREAT PART OF IT IN THE AREA OF  
13 ASSISTING IN THE FORMULATION OF REGULATIONS. THE PEOPLE HERE,  
14 THE CONSUMER, THE INDUSTRY, AND THE BUREAU ARE EXPECTED TO DRAW  
15 BOUNDARIES BASED ON SOIL, CLIMATE, AND TASTE, SOMEWHAT SIMILAR  
16 TO THOSE IN FRANCE. I CALL TO YOUR ATTENTION THAT IT IS ILLEGAL  
17 FOR THE VITICULTURAL AREAS TO OVERLAP IN FRANCE.

18           FOR NOW, HOWEVER, LET US TAKE ONE STEP AT A TIME -- THE  
19 IDEA THAT INITIAL CONSTRUCTIVE STEPS ARE NECESSARY TO WALK THROUGH  
20 THE MAZE OF CONFLICTING IDEAS AND DESIRES. I URGE THE BATF TO  
21 ACCEPT THE BOUNDARIES AS PROPOSED.

22           FROM THE HEARING YESTERDAY, I BROUGHT UP A COUPLE OF  
23 NOTES AND DID NOT HAVE TIME TO PUT IT IN THE FORMAL PRESENTATION.  
24 BUT I WOULD SAY THAT, IN FRANCE, THE HISTORY THAT MADE BURGUNDY  
25 WHAT IT IS--MEDOC, ALSACE--IS DIFFERENT. THEY HAD A SYSTEM OF  
26 LORDS OR KINGS, WHATEVER, IN THOSE AREAS. AND THAT AREA DELIGHTED  
27 IN GRAPE GROWING. THEY ALL WORKED FOR THE BURGUNDY FAMILY.

28           IN THE UNITED STATES, WE STARTED WITH THE COUNTRY AND

1 COUNTRIES. I BELIEVE WE SHOULD MOVE THAT ON AND NOT INTERJECT IT.  
2 NOWHERE IN THE NAPA VALLEY PETITIONS DID ANYONE SAY THAT CARNEROS  
3 WAS NOT IN NAPA VALLEY. NOWHERE IN THE SONOMA HEARINGS YESTERDAY  
4 DID ANYONE SAY THAT CARNEROS WAS IN SONOMA VALLEY.

5 SO I THINK THAT IT IS APPARENT FROM WHAT WAS SAID AT  
6 THOSE TWO HEARINGS THAT CARNEROS IS WITHIN THE NAPA VALLEY.

7 ON THE QUESTION YESTERDAY ABOUT BUENA VISTA, AGAIN I  
8 SAY FOR BEAULIEU VINEYARDS, WE HAVE NO DESIRE TO EXCLUDE OR  
9 INCLUDE THAT LINE. BATF MIGHT DECIDE THAT LINE, WHETHER IT SHOULD  
10 X OUT BUENA VISTA VINEYARD THAT IS IN THAT ONE LITTLE SPOT OF  
11 NAPA VALLEY. WE HAVE NO OBJECTION TO IT. JUMPING, WE DO OBJECT  
12 TO THE ONE-TIME THEORY BECAUSE OF THE FACTS THAT WHAT WOULD  
13 HAPPEN WITH A PERSON IN BETWEEN THOSE AREAS? TO ME WE WOULD HAVE  
14 MORE CONFUSION TO THE CONSUMER THAN WE HAVE TODAY.

15 THANK YOU. ANY QUESTIONS?

16 THE CHAIRMAN: YOUR POSITION ON THE OVERLAP IS CLEAR.  
17 I AM NOT SURE IF I UNDERSTAND YOUR POSITION AS IT RELATES TO A  
18 VINEYARD THAT A BOUNDARY MAY CROSS THROUGH. DO YOU HAVE A POSITION  
19 ON THAT?

20 MR. GALLICCHIO: NONE. NOT AS LONG AS THE NAPA VALLEY'S  
21 WESTERN BOUNDARY IS THE SAME. IF I MAY. FROM THIS TOPOGRAPHICAL  
22 MAP, ONE SQUARE IN, I BELIEVE, IS A -- NO. THIS IS SEVEN AND A  
23 HALF. THIS AREA HERE. I AM NOT SURE EXACTLY ON THIS MAP HOW BIG  
24 IT IS. BUT THE COUNTY LINE FOR NAPA GOES RIGHT STRAIGHT THROUGH  
25 DOWN THE SAME AS THIS.

26 THE REASON WE USE THIS LINE IS BECAUSE WE WANT THIS  
27 VITICULTURAL AREA TO BE WITHIN THE NAPA VALLEY. HOWEVER, IF YOU  
28 WILL MOVE THE NAPA VALLEY APPELLATION DOWN THE ROAD OF LAS AMIGAS

1 DOWN THE DUHIG ROAD AND ACROSS THE RAMAL ROAD TO INCLUDE THIS ONE  
2 LITTLE SECTION HERE OUT OF NAPA VALLEY APPELLATION, WE WILL HAVE  
3 NO OBJECTION IF YOU WOULD X IT OUT OF THIS.

4 THE CHAIRMAN: TO YOUR KNOWLEDGE, DOES THIS LINE CROSS  
5 THROUGH ANY EXISTING VINEYARDS?

6 MR. GALLICCHIO: NOT TO MY KNOWLEDGE. I DON'T KNOW.  
7 DO YOU KNOW, DIMITRI?

8 A VOICE: NO, I DON'T.

9 MR. GALLICCHIO: DOES ANYONE HERE KNOW?

10 A VOICE: WHICH AREA?

11 MR. GALLICCHIO: OKAY. THIS ONE. YES. IT DOES GO  
12 THROUGH BUENA VISTA HERE. I THOUGHT I EXPLAINED THAT THE BUENA  
13 VISTA ONE WAS THE ONLY ONE I KNEW OF THAT WE WERE GOING THROUGH  
14 WITH THE COUNTY LINE. THAT IS WHY I SAY, IF YOU WANT TO X THEM  
15 OUT OF BOTH THE NAPA VALLEY AND THE CARNEROS, I WOULD HAVE NO  
16 OBJECTION.

17 THE CHAIRMAN: WHAT WOULD YOUR POSITION BE FOR THE OTHER  
18 WAY?

19 MR. GALLICCHIO: GOES THE OTHER WAY? YOU COULD GO OUT  
20 TO HERE. I COULD CARE LESS PROVIDED IT IS SOLID AND NAPA VALLEY  
21 GOES THE SAME WAY.

22 MR. GRAHAM: IN OTHER WORDS, WHAT YOU ARE SAYING IS  
23 THAT, AS LONG AS THE CARNEROS IS WITHIN THE NAPA VALLEY VITICUL-  
24 TURAL AREA THAT HAS NOT BEEN DECIDED UPON YET.

25 MR. GALLICCHIO: THAT'S CORRECT. I DO NOT KNOW WHAT HAS  
26 BEEN PROPOSED BY THE BATF TO THE TREASURY AND WHETHER IT HAS BEEN  
27 SIGNED BY THE TREASURY. IT IS NOT PUBLIC. AND I DO NOT KNOW  
28 WHERE THAT LINE IS.

1 THE CHAIRMAN: IN OTHER WORDS, YOU WOULD NOT WANT US TO  
2 EXPAND THE CARNEROS REGION ACROSS THE COUNTY LINE IF THE NAPA  
3 VALLEY REGION IS NOT ACROSS THE LINE.

4 MR. GALLICCHIO: THAT'S CORRECT. I REQUEST THAT THE  
5 CARNEROS VITICULTURAL REGION STAY TOTALLY WITHIN THE NAPA VALLEY  
6 VITICULTURAL AREA. AND WHEREVER THOSE LINES ARE, WE HAVE NO  
7 OBJECTION TO IT. AND, AGAIN, IT IS TO FURTHER THIS TYPE OF  
8 LABELLING. IT IS VERY INFORMATIVE. LOS CARNEROS REGION OF NAPA  
9 VALLEY. AGAIN ON OUR BACK LABELS, IT TELLS YOU WHAT IS IN THE  
10 BOTTLE, NO MATTER WHAT; WHEN IT WAS PICKED ON SOME OF IT, THE DRY  
11 SAUVIGNON BLANC, FOR INSTANCE.

12 THE CHAIRMAN: WOULD YOU EXPAND AS MUCH AS YOU CAN ON  
13 THE REASON WHY THERE SHOULD NOT BE OVERLAPPING.

14 MR. GALLICCHIO: I THINK THE ONE WORD. CONFUSION.  
15 WHAT DO YOU DO WITH THE GRAPES GROWN IN THE OVERLAPPED AREA AND  
16 YOU SEND ONE DAY TO SONOMA AND ANOTHER DAY TO LOS CARNEROS FOR  
17 LABELLING PURPOSES? A CONSUMER PICKS UP A BOTTLE, HE TAKES IT,  
18 "WELL, THIS IS THE SAME AS THEIRS," OR "THIS IS THE SAME AS THAT."  
19 "WHAT'S THE DIFFERENCE?" WE ARE TRYING TO SHOW A DIFFERENCE. WE  
20 ARE TRYING TO EDUCATE THE PEOPLE OF WHERE THIS STUFF COMES FROM.  
21 WE THINK WE GOT MORE DISTANCE WITH RUTHERFORD, BUT THIS COMES FROM  
22 RUTHERFORD. WE WOULD LIKE SOME DAY MAYBE TO GET A RUTHERFORD  
23 VITICULTURAL AREA. BUT WHERE THOSE BOUNDARIES ARE, I HAVEN'T GOT  
24 THE SLIGHTEST IDEA. BUT, THEN, ON THE BACK LABELS WE SAY THEY  
25 COME FROM OUR RUTHERFORD VINEYARD, SO THE CONSUMER WILL KNOW THIS  
26 IS RUTHERFORD AND THIS IS LOS CARNEROS.

27 AND SEEING THAT YOU WOULD NOT ACCEPT A TASTE TESTING  
28 AND A LITTLE CHEESE --

1 MR. GEORGE: MR. GALLICCHIO, I HAVE SEVERAL QUESTIONS  
2 ABOUT YOUR PROPOSAL. PERSONALLY, I SORT OF FAIL TO SEE WHERE THE  
3 COUNTY LINE WOULD CHANGE THE VITICULTURAL PRACTICES. I CAN SEE  
4 YOUR CONCERN ABOUT YOUR LABELLING, BUT I REALLY DO NOT SEE WHAT  
5 EVIDENCE YOU HAVE THAT THE CLIMATE AND VITICULTURAL PRACTICES ON  
6 ONE SIDE OF THE COUNTY LINE ARE DIFFERENT THAN THE OTHER.

7 MR. GALLICCHIO: I DID NOT SAY IT WAS. ALL I AM  
8 SAYING IS THAT THE CLIMATE AND THE SOIL AND THE WEATHER CONDITIONS  
9 FOR NAPA VALLEY ARE THE SAME AS LOS CARNEROS.

10 MR. GEORGE: IN YOUR LABEL THAT YOU GAVE US, THE LOS  
11 CARNEROS REGION FOR THE NAPA VALLEY, PINOT NOIR, YOUR WESTERN  
12 BOUNDARY FOR LOS CARNEROS IS ROUTE 121. WHERE IS THAT ON THE MAP?

13 MR. GALLICCHIO: THAT WAS ASKED OF ME WHEN I SUBMITTED  
14 THAT. MR. GRAHAM REQUESTED THAT BECAUSE OF THE MAP THIS IS MADE  
15 FROM, THAT WE PHOTOGRAPHED. YOU COULDN'T PUT A LITTLE EMBLEM  
16 WHERE ACTUALLY LOS CARNEROS WAS BECAUSE IT WOULD COVER THE THING,  
17 SO WE MOVED IT A LITTLE BIT TO THE WEST.

18 TO ANSWER THE QUESTION, THIS IS SOUTH OF HIGHWAY 121.  
19 HIGHWAY 121. THIS IS HIGHWAY 121.

20 MR. GEORGE: TO ME, IT IS HIGHWAY 12.

21 MR. GALLICCHIO: WELL, HIGHWAY 12 AND 121 ARE THE SAME.

22 MR. GEORGE: THEN WHERE DOES IT GO?

23 MR. GALLICCHIO: 12?

24 MR. GEORGE: 121.

25 MR. GALLICCHIO: DOWN THIS WAY.

26 MR. GEORGE: SO THAT IS WHAT YOU HAVE IN YOUR LABEL  
27 RIGHT NOW?

28 MR. GALLICCHIO: WE HAVE THE WHOLE MAP. WE TRIED TO

1 SHOW THE PICTURE OF THE ATLANTIC OCEAN -- OR PACIFIC OCEAN. I'M  
2 NOT IN CONNECTICUT, THANK GOD.

3 THE CHAIRMAN: THAT IS A RATHER BIG VITICULTURAL AREA.

4 MR. GALLICCHIO: KEEP IN MIND NOT ALL OF US ARE FROM  
5 CALIFORNIA. THE PEOPLE IN CONNECTICUT, WHERE I COME FROM, DO NOT  
6 KNOW WHERE THE PACIFIC OCEAN IS, SO WE ARE GOING TO TRY TO SHOW  
7 THEM THE WHOLE GENERAL AREA ON THIS MAP.

8 IT WAS VERY DIFFICULT TO FIND A MAP THAT WE COULD  
9 PHOTOGRAPH FOR THAT AND GIVE, AGAIN, IN SOME DETAIL AREAS OF THE  
10 AREA. IT WAS AN INFORMATIVE TYPE OF THING THAT WE WERE TRYING TO  
11 DO.

12 MR. GEORGE: MAY I POSE A COUPLE OF HYPOTHETICAL  
13 QUESTIONS TO YOU. IF THE BUREAU APPROVED, FOR THE SAKE OF  
14 ARGUMENT, THE LOS CARNEROS AREA GOING OVER ROUTE 121, FOR SAKE OF  
15 ARGUMENT. --

16 MR. GALLICCHIO: GOING OVER?

17 MR. GEORGE: THIS IS JUST A HYPOTHETICAL QUESTION. AND  
18 ANYBODY WHO, SAY, WAS IN THE SONOMA SIDE OF THE LINE COULD LABEL  
19 THEIR WINE THE LOS CARNEROS REGION OF SONOMA VALLEY; ANYBODY ON  
20 THE NAPA SIDE, PROVIDING THEY GREW THE GRAPES THERE, COULD SAY  
21 THE LOS CARNEROS REGION OF THE NAPA VALLEY -- HOW WOULD THAT GO  
22 OVER?

23 MR. GALLICCHIO: NO OBJECTION.

24 MR. GEORGE: NO OBJECTION TO THAT CONCEPT?

25 MR. GALLICCHIO: NO.

26 MR. GEORGE: SECOND QUESTION. SAY WE DECIDED TO FOLLOW  
27 A POLICY OF EXCLUDING THE LOS CARNEROS AREA FROM EITHER ONE, THE  
28 NAPA VALLEY VITICULTURAL AREA OR THE SONOMA VALLEY PROPOSED



1 VITICULTURAL AREA. HOW WOULD YOU FEEL ABOUT THAT?

2 MR. GALLICCHIO: WELL, I DON'T KNOW IF YOU CAN DO THAT.

3 MR. GEORGE: TRUE.

4 MR. GALLICCHIO: YOU PRESENTLY HAVE IN YOUR REGULATIONS  
5 THAT, IF YOU CONTAIN MORE THAN ONE VITICULTURAL AREA, YOU HAVE TO  
6 STATE PER CENT. SO WHAT WE HAVE ON THE LABEL, THE LOS CARNEROS  
7 VITICULTURAL AREA, 100 PER CENT, AND NAPA VALLEY, 100 PER CENT --  
8 AS I CAN TODAY PUT DOWN NAPA VALLEY, CALIFORNIA, UNITED STATES,  
9 WHICH IS ON MOST -- A LOT OF LABELS. THIS ONE, RUTHERFORD, NAPA  
10 COUNTY, CALIFORNIA. WE ARE STATING PLACES. WE ARE TRYING TO  
11 INFORM THE CONSUMER OF HOW -- WHERE THIS COMES FROM.

12 MR. GEORGE: FOR THE SAKE OF ARGUMENT, IF YOUR VINEYARDS  
13 WERE LOCATED IN SONOMA COUNTY, YOU WOULD HAVE NO OBJECTION,  
14 HYPOTHETICALLY, IF BEAULIEU HAD A LABEL THAT SAID THE LOS CARNEROS  
15 REGION OF THE SONOMA VALLEY?

16 MR. GALLICCHIO: IF WE HAD IT THERE.

17 MR. GEORGE: IF YOU HAD ONE THERE.

18 MR. GALLICCHIO: YES.

19 MR. GEORGE: AS LONG AS THAT WAS A TRUTHFUL, ACCURATE  
20 STATEMENT?

21 MR. GALLICCHIO: YES. THIS IS THE CONCEPT WE ARE LEANING  
22 TOWARDS, AND THIS IS THE CONCEPT WE WOULD LIKE TO CONTINUE WITH,  
23 THAT IS, GETTING DOWN WHERE THIS ACTUALLY IS GROWN.

24 MR. GEORGE: BUT, I TAKE IT, YOU WOULD HAVE AN OBJECTION,  
25 SAY, TO ANYBODY THAT WAS GROWING GRAPES, HYPOTHETICALLY, IN THE  
26 SONOMA SIDE, TO LABEL THEIR WINE LOS CARNEROS REGION OF THE NAPA  
27 VALLEY? THAT WOULD --

28 MR. GALLICCHIO: THAT WOULD BE DECEPTIVE..

1 THE CHAIRMAN: WHAT IF THEY JUST LABELLED IT LOS  
2 CARNEROS REGION, IF THEY WERE ON THE SONOMA SIDE?

3 MR. GALLICCHIO: IF THEY HAD ON THE LABEL LOS CARNEROS  
4 REGION, SONOMA VALLEY, I HAVE NO OBJECTION. IT IS A TRUTHFUL  
5 STATEMENT. THE ONLY THING I AM SAYING, IF HE IS GOING TO GROW  
6 GRAPES IN A PLACE, HE SHOULD BE TRUTHFUL IN WHAT HE IS SAYING  
7 ABOUT THAT PLACE. THERE SHOULD BE NO POSSIBILITY OF DECEPTION.  
8 AND IF YOU TAKE LOS CARNEROS AND OVERLAP IT, MAKE SURE THAT YOUR  
9 REGULATIONS ARE SPECIFIC AS TO WHAT HE CAN SAY ON HIS LABEL.

10 FOR INSTANCE, LET ME ASK YOU THE QUESTION, WHAT WOULD  
11 HAPPEN TO BUENA VISTA, WHERE HE HAS GOT GRAPES ON BOTH SIDES?  
12 THEY ARE ALL IN CARNEROS. I THINK THAT IS AN INJUSTICE TO THAT  
13 WINERY. THEY'D HAVE TO CUT THIS LITTLE PIECE OUT.

14 IF I HAD A SUGGESTION, I WOULD SAY CUT THE PIECE OUT AND  
15 GIVE IT TO SONOMA VALLEY OR SONOMA VITICULTURAL AREA. WE ARE  
16 TALKING ABOUT GROWING OF GRAPES, CONVENIENCE, AND EDUCATING  
17 PUBLIC AND CONSUMER. THIS IS WHAT HE WOULD THEN KNOW.

18 MR. GEORGE: MR. GALLICCHIO, GETTING BACK TO THE  
19 QUESTION IF SOMEONE LOCATED ANYWHERE WITHIN THE LOS CARNEROS  
20 REGION JUST LABELLED THEIR WINE, SAY, BEAULIEU VINEYARDS, LOS  
21 CARNEROS REGION, AND THE VINEYARD MAY BE IN THE SONOMA SIDE OR  
22 THE NAPA SIDE, BUT THE ADDRESS OF THE WINERY WAS THERE -- SAY IT  
23 WAS IN EITHER SONOMA OR THE NAPA SIDE. WOULD THAT BE DECEPTIVE  
24 LABELLING, TO YOU?

25 MR. GALLICCHIO: I AM GOING TO HAVE TO ASK YOU TO  
26 REPEAT THAT.

27 MR. GEORGE: OKAY. SAY THAT THE LABEL SAID LOS CARNEROS  
28 REGION.

1 MR. GALLICCHIO: YES.

2 MR. GEORGE: AND THE VINEYARDS COULD EITHER BE IN SONOMA  
3 OR IN NAPA.

4 MR. GALLICCHIO: HE WOULD STILL HAVE TO GIVE HIS  
5 ADDRESS. THAT'S PART OF THE REGULATIONS, MANDATORY.

6 MR. GEORGE: TO GIVE HIS ADDRESS?

7 MR. GALLICCHIO: YES.

8 MR. GEORGE: BUT YOU WOULD NOT SEE ANY PROBLEM IF  
9 SOMEONE SAID LOS CARNEROS REGION?

10 MR. GALLICCHIO: NOT AS APPELLATION ONLY, NOT AS HIS  
11 ADDRESS. HE CAN'T DO THAT. THAT'S PRESENT REGULATIONS NOW.

12 HERE AGAIN, TOO, WE HAVE TO SAY RUTHERFORD, NAPA VALLEY,  
13 ON OUR ADDRESS, CALIFORNIA. THAT'S A MANDATORY MARK, TOO, AS  
14 WELL AS THE VITICULTURAL AREA, BEING IN CONJUNCTION WITH THE  
15 VARIETY.

16 MR. GEORGE: BUT YOU WANT TO BE ABLE TO LABEL YOUR  
17 WINES WITH BOTH VITICULTURAL AREAS?

18 MR. GALLICCHIO: UNTIL SUCH TIME AS LOS CARNEROS BECOMES  
19 MUCH MORE POPULAR THAN NAPA VALLEY. THEN WE'LL TAKE NAPA VALLEY  
20 OFF. LET US FACE IT, FELLOWS.

21 THE CHAIRMAN: I AM NOT SURE I CAN HANDLE ALL THAT  
22 HONESTY AT ONE TIME.

23 MR. GALLICCHIO: YOU KNOW MY INTEGRITY IS PERFECT.  
24 DON'T PUT THAT DOWN.

25 MR. GEORGE: IN MR. HEINTZ'S TESTIMONY, HE MENTIONED  
26 THE LOCATION OF MEMBERSHIP OF A SUBGROUP OF THE NAPA WINE GROWERS  
27 ASSOCIATION THAT WAS SUPPOSED TO BE IN THE LOS CARNEROS AREA,  
28 AND ALSO A PERSON NAMED T.B. MC CLURE. I WONDER IF WE MIGHT GET

1 SOME EVIDENCE, IF POSSIBLE, ON THE LOCATION OF THESE HOLDINGS.  
2 IT IS NOT IN MR. HEINTZ'S TESTIMONY. HE MENTIONED IT, BUT I DON'T  
3 THINK HE GAVE US A PRECISE LOCATION WHERE THESE PEOPLE ARE.

4 MR. GALLICCHIO: I WOULD OFFER THAT WHATEVER INFORMATION  
5 HE CAN FIND CAN BE OFFERED, WITHOUT ANY KNOWLEDGE ON THE PART OF  
6 THIS TESTIMONY.

7 MR. HEINTZ: THERE IS A PROPERTY MAP IN THE WRITTEN  
8 STATEMENT THAT I PREPARED FOR BEAULIEU, WHICH WAS SUBMITTED WITH  
9 YOUR FIRST PETITION, WHICH SHOWS THE MC CLURE NAME ON IT. IT IS  
10 VERY CLOSE TO THE STANLY VINEYARDS.

11 MR. GALLICCHIO: BY THE WAY, MR. SELFRIDGE'S COMMENTS  
12 WERE WRITTEN AS IF HE SPOKE AFTER I DID. SOME OF THE MENTIONINGS  
13 TO THE MAP ARE THINGS I SPOKE OF AFTERWARDS, SO TAKE THAT INTO  
14 CONSIDERATION.

15 MR. GEORGE: THE OTHER POINT OF THE SUBGROUP OF NAPA  
16 WINE GROWERS -- MAYBE WE COULD GET MORE INFORMATION ON THAT.

17 MR. GALLICCHIO: IF YOU COULD GIVE US A QUESTION ON  
18 THOSE SPECIFICS, I WOULD CERTAINLY GET IT TO MR. HEINTZ, AND WE  
19 WILL HAVE IT SENT TO YOU AS BEST WE CAN.

20 MR. GRAHAM: MR. GALLICCHIO, DO YOU KNOW IF THERE IS  
21 ANY INTEREST IN EXTENDING THE LOS CARNEROS REGION BY ANY GROWERS  
22 IN THAT AREA?

23 MR. GALLICCHIO: YES, I DO. I BELIEVE DOMAINE CHANDON  
24 WANTS IT EXTENDED WEST.

25 MR. GRAHAM: ARE THERE A NUMBER OF GROWERS? DO YOU  
26 KNOW HOW MANY IN THIS AREA? HOW MANY ACRES OF VINEYARD IN THIS  
27 AREA?

28 MR. GALLICCHIO: THOUSANDS.

1 MR. GRAHAM: THOUSANDS OF ACRES?

2 MR. GALLICCHIO: I DON'T RENDER AN OPINION BECAUSE I  
3 HAVE NO INTEREST AND I THINK IT WOULD BE UNFAIR TO BEAULIEU  
4 VINEYARDS TO OFFER AN OPINION OF WHERE IT SHOULD BE. I THINK I  
5 GAVE YOU OUR POSITION. IF YOU WANT TO MOVE THE LOS CARNEROS LINE,  
6 MOVE THE NAPA VALLEY LINE. BECAUSE I BELIEVE HISTORICALLY THEY  
7 ARE ONE AND THE SAME. THE EVIDENCE, I THINK, THAT WE PRESENTED  
8 HERE WAS WITHOUT A DOUBT THAT LOS CARNEROS IS PART OF NAPA VALLEY,  
9 THAT LOS CARNEROS IS -- AND, AS I SAID, YOU WOULD HAVE TO DECIDE  
10 THAT. THE MERE NO MENTION OF CARNEROS IN THE SONOMA VALLEY  
11 HEARING YESTERDAY INDICATES THAT.

12 THE CONTROVERSY IN THE NAPA VALLEY CONCERNING BOUNDARY  
13 ALSO EVIDENCED IT BELONGS IN NAPA VALLEY. AGAIN, THAT IS OUR  
14 ONLY POINT THAT WE WOULD LIKE TO MAKE.

15 MR. GEORGE: MR. GALLICCHIO, MY REFERENCE TO THE SUB-  
16 DISTRICT OF NAPA WINE GROWERS ASSOCIATION WAS ON PAGE 5 OF THE  
17 LAST PARAGRAPH OF MR. HEINTZ'S TESTIMONY. IF WE COULD GET JUST  
18 MAYBE A LITTLE MORE INFORMATION, IF POSSIBLE, ON THAT.

19 MR. GALLICCHIO: BILL, WILL YOU TAKE CARE OF THAT.

20 MR. HEINTZ: YES.

21 MR. DEVINEY: I HAVE ONE QUESTION.

22 MR. GALLICCHIO: NOT MINE.

23 MR. DEVINEY: OKAY. I DON'T HAVE ANY QUESTIONS.

24 MR. GALLICCHIO: I AM ON THE OTHER SIDE.

25 MR. MINTON: MR. GALLICCHIO, YOU STATED THAT LOS CARNEROS  
26 HAS HISTORICALLY AND TRADITIONALLY BEEN PART OF NAPA VALLEY. AND  
27 I THINK WE ARE GOING TO HEAR SOME TESTIMONY THAT THIS AREA IN  
28 SONOMA COUNTY WEST OF YOUR LINE HAS BEEN CONSIDERED PART OF LOS

1 CARNEROS. DO YOU DISAGREE WITH THAT?

2 MR. GALLICCHIO: I DON'T DISAGREE THAT LOS CARNEROS WAS  
3 AT ONE TIME PART OF SONOMA BECAUSE WHEN GENERAL VALLEJO CAME IN  
4 HERE, HE MADE THE HEADQUARTERS IN SONOMA. THAT IS WHERE HE LIVED.  
5 ALL HIS FARMING WAS OUT OF THAT POINT. SO IT WAS CONNECTED TO  
6 THE RANCHO AT SONOMA.

7 BUT AS TIME WENT ON, AS HISTORY DEVELOPED, AS THE SHEEP  
8 THAT -- LOS CARNEROS MEANS LITTLE SHEEP -- LEFT WAY FOR FRUIT AND  
9 THEN TO GRAPES, IT BECAME NAPA. SO HISTORICALLY, IT DOES BELONG  
10 TO NAPA.

11 MR. MINTON: YOU THINK THE NAME THROUGH THE YEARS  
12 BECAME IDENTIFIED WITH NAPA?

13 MR. GALLICCHIO: I THINK YOU DID A LITTLE MORE RESEARCH  
14 THAN I DID, BUT GO AHEAD.

15 MR. MINTON: WHAT I AM TRYING TO SAY IS, I THINK, IF  
16 THIS ENTIRE AREA INCLUDING SONOMA IS IDENTIFIED WITH LOS CARNEROS,  
17 ARE YOU TRYING TO SAY THAT THE AREA IN SONOMA IS MORE IDENTIFIED  
18 WITH NAPA VALLEY THAN WITH SONOMA VALLEY?

19 MR. GALLICCHIO: NO. I SAY THAT THE COUNTY LINE,  
20 BECAUSE OF HISTORY, BECAUSE OF YOUR REGULATIONS AND HOW WINE HAD  
21 TO BE MADE, HOW IT HAD TO BE LABELLED -- FORCED THE COUNTY OF  
22 SONOMA TO STAY IN SONOMA, AND THE NAPA VALLEY -- OR THE NAPA  
23 COUNTY GRAPE GROWING STAYED IN THE NAPA VALLEY. BECAUSE THE  
24 COUNTY LINE HAS HISTORICALLY BEEN THE SEPARATING POINT FOR  
25 REGULATIONS. AND I THINK THAT THAT SHOULD BE CONTINUED.

26 MRS. KIRK: I JUST HAVE ONE QUESTION THAT GOES BACK TO  
27 THE SOUTHERN BOUNDARY AND WHY YOU DREW IT WHERE YOU DREW IT. THE  
28 HISTORIAN TESTIFIED --

1 MR. GALLICCHIO: WE DID NOT WANT TO GO INTO SOLANO  
2 COUNTY, AND THE WATER AT HIGH TIDE COULD VERY WELL MOVE UP TO THAT  
3 LINE.

4 MRS. KIRK: WAS YOUR BASIC REASON THAT IT WAS NOT IN  
5 NAPA VALLEY?

6 MR. GALLICCHIO: YES. YES. THE WATER LINE DOWN THERE  
7 IS VERY CHANGEABLE WITH THE WINTER RAINS.

8 MR. MINTON: YOU SAY THAT YOU WANT NAPA -- LOS CARNEROS  
9 TO BE WITHIN NAPA VALLEY. YET, THE NAPA VALLEY PROPOSAL DOES NOT  
10 COME DOWN TO THE COUNTY LINE ON THE SOUTH.

11 MR. GALLICCHIO: WHERE DOES IT GO INTO?

12 MR. MINTON: IT COMES DOWN THROUGH NAPA SLOUGH, WHICH  
13 IS NORTH OF THE COUNTY LINE. SO WHY DID YOU COME DOWN TO THE  
14 COUNTY LINE ON THE SOUTH?

15 MR. GALLICCHIO: I MADE A MISTAKE.

16 THE CHAIRMAN: THAT IS TWICE HONESTY IN THE SAME DAY.

17 MR. GALLICCHIO: YOU KNOW ME. I AM VERY HONEST. THAT'S  
18 BEEN MY MOTTO FOR YEARS, AND WE ALL KNOW IT. -- TRUTH IN LABELLING.

19 MR. GEORGE: JUST ONE SHORT QUESTION, MR. GALLICCHIO.  
20 YOU ARE SOUTH OF THE LINE OF SOLANO COUNTY, YOU SAY.

21 MR. GALLICCHIO: YES.

22 MR. GEORGE: IS THERE ANY GRAPE-GROWING AREA THERE?

23 MR. GALLICCHIO: NONE. NONE WHATSOEVER. IT'S MOSTLY  
24 MARSH LAND, FROM WHAT I SAW DOWN THERE. I DON'T THINK EVEN  
25 CATTLE GO DOWN THAT FAR. IT WAS A CONVENIENT LINE. AGAIN, BY  
26 REGULATIONS, WE HAD TO USE LINES. WE COULD HAVE USED THE WATER,  
27 BUT I DIDN'T WANT TO GET INTO SONOMA -- OR SOLANO, RATHER.

28 THANK YOU. THIS IS YOUR LAST CHANCE, FELLOWS.

1 THE CHAIRMAN: MR. JAMES CARTER.

2  
3 JAMES CARTER,

4 ON BEHALF OF SEBASTIANI VINEYARDS, TESTIFIED AS FOLLOWS:

5 SIX MORE DAYS.

6 MY NAME IS JAMES T. CARTER. I AM THE WINEMAKER AT  
7 SEBASTIANI VINEYARDS, SONOMA, CALIFORNIA.

8 IT IS INTERESTING TO NOTE THAT SEBASTIANI HAPPENS TO  
9 OWN VINEYARDS IN SOUTHERN SONOMA VALLEY AND ALSO HAS ABOUT 100  
10 ACRES OF BARE GROUND IN THE PROPOSED CARNEROS REGION. SO WITH  
11 THAT AS A FRAMEWORK TO WORK WITH, WE WILL GO ON FROM THERE.

12 SEBASTIANI'S POSITION AT THIS TIME IS THAT, BASICALLY,  
13 BECAUSE THERE ARE MANY QUESTIONS ABOUT OVERLAP, THAT THE SONOMA  
14 VALLEY PETITION AND THE NAPA VALLEY PETITION SHOULD BE DECIDED BY  
15 THE BATF BEFORE WE GET INTO THOSE SUBREGIONS AND START TO CARVE  
16 OUT SMALLER PIECES AND SMALLER MICROCLIMATES. BASICALLY, THE  
17 PROPOSAL BY BV AND THE SPEECHES WERE VERY FACTUAL. THE SOIL AND  
18 THE WEATHER DOWN THERE ARE VERY UNIQUE. THE BRICK WALL OF NAPA  
19 COUNTY LINE EXISTS IN MINDS, ANYWAY, BECAUSE NAPA VALLEY IS  
20 RIGHTFULLY PROUD OF THEIR WINES AND THEIR GRAPE-GROWING DISTRICT.  
21 BUT, IN FACT, THE CLIMATIC REGION EXTENDS TO THE WEST AND INTO  
22 THE LOWER SONOMA VALLEY. AND THE SAME SITUATION OF CLIMATE, SOIL,  
23 SAME SOIL SERIES, SAME SAN PABLO BAY, SAME SALT AIR -- ALL EXIST  
24 ACROSS THE LINE INTO SONOMA VALLEY.

25 WITH REGARD TO THE OVERLAP, I TALKED EXTENSIVELY  
26 YESTERDAY ABOUT OVERLAPPING, THAT IT MAKES SENSE FROM A VITICUL-  
27 TURAL POINT OF VIEW. AND MR. DE TAR OF SOLANO COUNTY ON MONDAY  
28 SAID THAT THE POLITICAL BOUNDARIES DO NOT KNOCK OFF VITICULTURAL



1 AREAS. THIS IS THE SAME CASE IN THE SONOMA VALLEY PORTION OF  
2 THE CARNEROS DISTRICT.

3 THE BV LABEL SHOWING BOTH SONOMA COUNTY AND NAPA VALLEY  
4 IS VERY INFORMATIVE AND SHOWS VERY CLEARLY THE CARNEROS DISTRICT,  
5 WHICH EXTENDS ACROSS THE COUNTY LINE AS, BASICALLY, THE BOTTOM  
6 HALF OF THE COUNTIES OF BOTH NAPA AND SONOMA EXTENDING TO THE BAY.  
7 AND SO THE PROBLEM WITH CONFUSION OF OVERLAP.

8 I CAN SEE THE BEAULIEU'S POSITION OF WANTING TO  
9 MAINTAIN NAPA VALLEY UNDER A LABEL UNTIL THE CARNEROS BECOMES  
10 BETTER KNOWN. BUT FROM A VITICULTURAL POINT OF VIEW, FROM A  
11 TRUTH-IN-LABELLING POINT OF VIEW, THERE WOULD BE MORE CONFUSION  
12 BY SLICING IT AT THE COUNTY LINE THAN BY DRAWING A NICE CIRCLE  
13 CLEAR ACROSS THE BOTTOM THAT INCLUDES ALL THE LAND AND CLIMATE  
14 AREA THAT REALLY IS A CARNEROS DISTRICT AND HAS VERY DISTINCT  
15 WINES OF HIGH QUALITY AND SHOULD BE A VITICULTURAL AREA.

16 BUT, I THINK, OUR POSITION WOULD BE, LET US DECIDE  
17 SONOMA VALLEY AND NAPA VALLEY FIRST, AND YOUR POSITION ON OVER-  
18 LAPPING, AND GO ON FROM THERE.

19 MR. GEORGE: MR. CARTER, IF THE BUREAU WAS TO EXTEND  
20 THE LINE OVER INTO SONOMA VALLEY, WHERE WOULD YOU SUGGEST WE DRAW  
21 THE WESTERN BOUNDARY?

22 MR. CARTER: THE WESTERN BOUNDARY PROBABLY WOULD EXTEND  
23 OVER -- YOU KNOW, IT WOULD HAVE TO BE APPLIED FOR, BUT OVER TO  
24 121, WHERE IT CUTS DOWN TOWARDS SEARS POINT. THAT, BASICALLY, IS  
25 THE END OF THE GRAPE-GROWING AREA. AND FURTHER WEST, YOU ARE INTO  
26 A RACE TRACK AND INTO MOUNTAINOUS AREAS.

27 IN SOME FUTURE CLAIMS, SOMEONE MIGHT CHOOSE TO PLANT  
28 GRAPES IN THE TOLAY CREEK AREA, BUT THERE ARE NO GRAPES THERE.

1 MR. GEORGE: WHAT ABOUT THE SOUTHERN BOUNDARY AND THE  
2 PORTION YOU PROPOSE IN SONOMA COUNTY?

3 MR. CARTER: PROBABLY GO DOWN WITH THE SONOMA VALLEY,  
4 SOUTHERN BOUNDARY, ACTUALLY, INTO THE BAY. SO FOLLOW 121 DOWN  
5 THROUGH TUBB'S ISLAND INTO THE BAY. SO IT WOULD MATCH UP WITH  
6 SONOMA VALLEY AT THE BOTTOM.

7 MRS. KIRK: WOULD YOU HAVE ANY EVIDENCE THAT THE NAME  
8 OF YOUR PROPOSED EXTENSION HAS BEEN KNOWN AS LOS CARNEROS?

9 MR. CARTER: AS LOS CARNEROS? I THINK IN THE CURRENT  
10 WINE PRESS THERE IS THE CONNOISSEUR'S GUIDE TO WINE. I THINK WE  
11 HAVE A COPY OF IT HERE IN THE CROWD. THAT SHOWS THE SONOMA VALLEY  
12 SMALLER MICROCLIMATE AREAS. AND THEN THE BOTTOM OF IT IS LOS  
13 CARNEROS. IT IS COMMONLY KNOWN THAT GENERAL VALLEJO CAME DOWN  
14 THAT WAY THROUGH THE CARNEROS.

15 THE HISTORY RUNS THE OTHER WAY, FROM SONOMA TOWARDS  
16 NAPA, RATHER THAN FROM NAPA INTO SONOMA. IN OTHER WORDS, WE WILL  
17 DESCRIBE AS WAS DESCRIBED BY MR. GALLICCHIO. SO THE HISTORY RUNS  
18 THE OTHER WAY, THROUGH LOS CARNEROS.

19 MR. MINTON: TO YOUR KNOWLEDGE, DO YOU HAVE ANY  
20 WINERIES IN SONOMA USING SONOMA GRAPES FROM THIS AREA WHO HAVE  
21 TRIED TO REFERENCE ON THEIR LABELS TO THE LOS CARNEROS REGION?

22 MR. CARTER: TO MY KNOWLEDGE, NO ONE HAS PUT OUT A  
23 LOS CARNEROS WINE FROM SONOMA COUNTY OR FROM SONOMA VALLEY.  
24 SEBASTIANI VINEYARDS HAS HAD VINEYARDS IN THAT AREA -- IT DEPENDS  
25 ON WHERE YOU DRAW THE NORTHERN BOUNDARY -- BUT IN THE AREA WE  
26 WOULD CALL LOS CARNEROS, SINCE 1971. AND AT SOME TIME, WE WOULD  
27 PROPOSE TO USE THAT NAME BECAUSE THAT IS WHERE THE GRAPES ARE  
28 GROWN.

1 MR. GEORGE: MR. CARTER, THE QUESTION ON THE NORTHERN  
2 BOUNDARY. IF WE HAD TO TALK ABOUT A LOS CARNEROS REGION IN SONOMA  
3 VALLEY, WHERE WOULD THE NORTHERN BOUNDARY BE?

4 MR. CARTER: IF WE DREW THE LINE FROM NAPA COUNTY  
5 ACROSS, WE WOULD GO RIGHT THROUGH THE TOP OF SONOMA CITY, RIGHT  
6 THROUGH BOYES HOT SPRINGS, WHICH, IN OUR ESTIMATION, OR MY  
7 ESTIMATION -- WHAT IS ONE MAN'S OPINION? -- WOULDN'T MAKE SENSE  
8 THAT FAR UP.

9 THERE IS PROBABLY A P.G. AND E. POWER EASEMENT SOMEWHERE  
10 NORTH OF HIGHWAY 121 WHERE THE SOILS SEEM TO CHANGE AND ITS  
11 GEOGRAPHY CHANGES. SOMEWHERE WHERE THE TIDAL INFLUENCE IN SONOMA  
12 CREEK CEASES TO BE A FACTOR WOULD BE THE CHANGE. IT IS ABOUT, SAY,  
13 THREE OR FOUR MILES ABOVE HIGHWAY 121. MAYBE LESS THAN THAT. A  
14 MILE.

15 THE CHAIRMAN: COULD YOU SHOW ME THAT.

16 MRS. KIRK: AND COULD YOU, FOR THE RECORD, MAKE  
17 SPECIFIC PINPOINTS TO IT.

18 MR. CARTER: OKAY. THERE IS REALLY NO ROAD THAT CUTS  
19 ACROSS IT NICELY. IT WOULD BE SOMEWHERE IN THAT AREA HERE, AND  
20 THERE IS REALLY NO ROAD. IT IS A POWER EASEMENT, AND THERE IS NO  
21 WELL-DEFINED ROAD THAT CUTS ACROSS THROUGH THE WHOLE AREA.

22 IF YOU GO UP AS HIGH AS WATMAUGH ROAD, IT IS TOO FAR UP.  
23 IT CUTS ACROSS A POWER LINE THROUGH THIS AREA. GENERALLY, IT IS  
24 VERY DIFFICULT TO DESCRIBE WITHOUT GOING THROUGH TOWNSHIP LINES.  
25 THERE IS NO ROAD, NO DISTINCT PROPERTY LINES THAT MARK. BUT THE  
26 AREA CHANGES. BUT IT IS DIFFICULT.

27 AGAIN, WE ARE NOT PROPOSING WHAT IT SHOULD BE. WE ARE  
28 SAYING, LET US GET THE TWO VALLEYS SQUARED AWAY FIRST, AND THEN

1 COME BACK AND PRESENT PROPOSALS FOR LOS CARNEROS.

2 THE CHAIRMAN: THANK YOU VERY MUCH.

3 (BRIEF RECESS.)

4 THE CHAIRMAN: MR. GALLICCHIO HAS ASKED FOR A FEW  
5 SECONDS, I GUESS, OR A FEW MINUTES.

6  
7 VICTOR GALLICCHIO,

8 TESTIFIED FURTHER AS FOLLOWS:

9 I WAS CONFRONTED DURING THE BREAK THAT I WAS CONFUSING  
10 IN SOME OF MY STATEMENTS THAT WE ARE VERY MUCH OPPOSED TO OVER-  
11 LAPPING.

12 WE ARE VERY MUCH OPPOSED TO OVERLAPPING UNDER THE  
13 PRESENT THINKING OF REGULATIONS; THAT IS, THAT, IF YOU ARE WITHIN,  
14 LET US SAY, THE NAPA VALLEY, THEN IT HAS TO BE NAPA VALLEY  
15 DESIGNATION; AND, IN THE SONOMA VALLEY, SONOMA VALLEY. IF THE  
16 VITICULTURAL AREA, LOS CARNEROS, IS PERMITTED ON ITS OWN AND IT  
17 OVERLAPS BOTH COUNTIES, THEN WE ARE AGAINST THE OVERLAPPING. IF  
18 IT IS PERMISSIBLE TO PUT BOTH VITICULTURAL AREAS ON THE LABEL,  
19 THEN I AM NOT OPPOSED TO OVERLAPPING. IS THAT QUESTION CLEAR?

20 THE CHAIRMAN: I THINK I WAS CLEARER BEFORE.

21 MR. GALLICCHIO: WHAT I AM TRYING TO SAY IS THAT, IF  
22 DOMAINE CHANDON WANTS TO PRODUCE A WINE LABELLED CARNEROS  
23 VITICULTURAL AREA, CARNEROS REGION, SONOMA, WITH THIS VINEYARD,  
24 AND DOMAINE CHANDON WANTS TO PRODUCE A WINE THAT SAYS LOS CARNEROS  
25 REGION, NAPA VALLEY, AND IS PERMITTED, I HAVE NO OBJECTION TO  
26 OVERLAPPING.

27 THE CHAIRMAN: THAT IS HOW I UNDERSTOOD YOU BEFORE.

28 MR. GALLICCHIO: WELL, SOME OF THE PEOPLE DID NOT.

1 THE CHAIRMAN: THANK YOU.

2 MR. GEORGE: MR. GALLICCHIO, I HAVE JUST A SHORT  
3 QUESTION ABOUT THAT. IF A WINEMAKER WOULD DECIDE TO USE JUST LOS  
4 CARNEROS ALONE, AND WE APPROVED, THAT WOULD OVERLAP INTO BOTH  
5 COUNTIES, HOW WOULD YOU FEEL ABOUT THAT?

6 MR. GALLICCHIO: I WOULD HAVE TO SAY THAT I WOULD HAVE  
7 TO APPROVE BECAUSE THAT IS THE REGULATION. BUT I THINK THERE IS  
8 A POSSIBILITY HERE OF SOME DECEPTION BECAUSE LOS CARNEROS IS NOT  
9 KNOWN. IT IS REFERENCED TODAY WITH NAPA VALLEY. THAT IS ONE OF  
10 THE REASONS I AM AGAINST THE OVERLAPPING. BECAUSE LOS CARNEROS,  
11 UNLESS IT IS SPECIFICALLY STATED SONOMA, COULD BE INTERPRETED AS  
12 BEING NAPA VALLEY. AND I THINK THIS WAS BROUGHT OUT AT THE LAST  
13 HEARINGS. THERE IS NO MENTION OF LOS CARNEROS IN SONOMA VALLEY.  
14 THERE IS NO MENTION EVER THAT I CAN REMEMBER IN THE 15 YEARS THAT  
15 I HAVE LIVED IN THAT AREA, THAT AREA BEING THE BAY AREA, THAT  
16 SONOMA PAPERS OR WHATEVER HAS REFERENCED LOS CARNEROS IN  
17 RELATIONSHIP TO SONOMA. I MIGHT BE WRONG. I MIGHT HAVE MISSED  
18 ONE, BUT, BASICALLY LOS CARNEROS IS IN NAPA VALLEY TODAY AND  
19 SINCE 1933, WHEN THE REGULATIONS WERE ENTERED.

20 THE CHAIRMAN: THANK YOU.

21 MR. WILMER NORD.

22

23 WILMER NORD,

24 ON BEHALF OF DOMAINE CHANDON, TESTIFIED AS FOLLOWS:

25 MY NAME IS WILMER NORD, DIRECTOR OF VITICULTURAL  
26 OPERATIONS FOR DOMAINE CHANDON, A MAJOR PRODUCER OF PREMIUM  
27 SPARKLING WINE IN NAPA VALLEY.

28 DOMAINE CHANDON HAS EXTENSIVE VINEYARD HOLDINGS IN NAPA

1 AND CARNEROS. FROM MY TEXT, I WOULD LIKE TO JUST TAKE ONE  
2 MOMENT TO REFERENCE OUR CARNEROS HISTORICAL DOCUMENTATION, WHICH  
3 YOU HAVE FROM THE NAPA VALLEY HEARINGS. AND IN OUR WORK THAT WE  
4 HAVE DONE IN LOOKING AT BOUNDARIES, WE HAVE DOCUMENTED THAT THE  
5 COUNTY LINE OR THE POLITICAL LINE BOUNDARY CHANGED. IN 1850-51,  
6 THERE WAS A CHANGE; 1872, A REDEFINITION; 1910, ANOTHER  
7 REDEFINITION. AND THEN, EVEN AS LATE AS AFTER BUENA VISTA  
8 PURCHASED SOME PROPERTY IN THE CARNEROS AREA, THE TAX ASSESSORS  
9 GOT TOGETHER AND DID SOME LINE DEFINITION, AND THE COUNTY LINE  
10 BETWEEN SONOMA AND NAPA COUNTIES TODAY IS NOT THE SAME AS THE  
11 USGS MAP THAT IS FREQUENTLY REFERRED TO AS THE COUNTY LINE. AND  
12 THESE BOUNDARY CHANGES ARE SHOWN IN THE CALIFORNIA COUNTY  
13 BOUNDARIES, CALIFORNIA HISTORICAL SURVEY COMMITTEE, BERKELEY,  
14 CALIFORNIA, HISTORICAL SECTION.

15 I WOULD ALSO LIKE TO PREFACE THAT DOMAINE CHANDON IS  
16 ANOTHER VINEYARD WHERE WE WOULD HAVE VINES THAT WOULD BE ON BOTH  
17 SIDES OF A GIVEN, QUOTE, LINE. IF YOU WERE TO USE A TAX ASSESSOR'S  
18 GUIDELINES OR THE USGS LINE, THEN OUR ROWS DON'T HAPPEN TO RUN  
19 THE SAME DIRECTION.

20 THERE IS NO DOUBT THAT CARNEROS HAS HISTORICALLY BEEN  
21 ASSOCIATED WITH NAPA. CARNEROS GRAPES ARE MENTIONED IN NAPA  
22 VITICULTURAL HISTORY AS EARLY AS 1873. THE TWO NAMES ARE STRONGLY  
23 LINKED, IN OUR VIEW.

24 BECAUSE BATF HAS NOT YET PUBLISHED ITS DECISION ON THE  
25 NAPA VALLEY APPELLATION, I OBJECT TO THE PRESENT DISCUSSION OF  
26 A CARNEROS APPELLATION AS PREMATURE. THE AREA SHOULD NOT BE  
27 CONSIDERED UNTIL THE NAPA BOUNDARIES ARE SETTLED. WE, THEREFORE,  
28 RESPECTFULLY REQUEST THAT FURTHER CONSIDERATION OF THE CURRENT

1 PETITION TO DEFINE A CARNEROS APPELLATION BE DEFERRED UNTIL THE  
2 NAPA VALLEY RESULTS ARE MADE PUBLIC.

3 REGARDLESS OF WHEN THE SUBJECT IS DISCUSSED, WE BELIEVE  
4 THAT CARNEROS SHOULD BE CONSIDERED A SUB-APPELLATION OF NAPA  
5 RATHER THAN AN INDEPENDENT VITICULTURAL AREA. IN THE EVENT THAT  
6 THE CARNEROS PETITION IS NOT OPPOSED, WE WISH TO GO ON RECORD AS  
7 OPPOSING THE USE OF THE NAPA-SONOMA COUNTY LINE AS THE WESTERN  
8 BOUNDARY OF THE VITICULTURAL AREA.

9 THIS IS THE WESTERN BOUNDARY MENTIONED IN THE CURRENT  
10 PETITION. JOHN WRIGHT, PRESIDENT OF DOMAINE CHANDON, TESTIFIED IN  
11 THE APRIL HEARINGS OF NAPA VALLEY APPELLATION ON THIS SUBJECT.  
12 HE PRESENTED HISTORICAL AND GEOGRAPHICAL DATA LEADING TO THE  
13 CONCLUSION THAT THE APPROPRIATE WESTERN BOUNDARY OF THE CARNEROS,  
14 AND THEREFORE NAPA VALLEY VITICULTURAL AREA, IS NOT THE COUNTY  
15 LINE. THE LOGICAL BOUNDARY LIES FURTHER WEST AT THE INTERSECTION  
16 OF ROUTE 21 AND THE SOUTHERN PACIFIC RAILROAD.

17 RATHER THAN TAKE MORE TIME REPEATING MR. WRIGHT'S  
18 PREVIOUS TESTIMONY, WE WOULD LIKE TO INCORPORATE BY REFERENCE IT  
19 INTO THE RECORD AT THIS HEARING. UNLESS YOU WOULD LIKE TO HAVE  
20 THAT.

21 THE CHAIRMAN: WE ARE IN ACCORD.

22 MR. NORD: THIS IS MR. JOHN WRIGHT'S REFERENCE OF HIS  
23 PRESENTATION AT THE NAPA VALLEY APPELLATION HEARINGS.

24 THE CHAIRMAN: THAT WILL BE EXHIBIT NO. 3.

25 MR. NORD: I MIGHT ALSO MENTION THAT OUR FEELING IS  
26 THAT THE RAILROAD, AS FAR AS THE SOUTHERN BOUNDARY -- AND THAT WAS  
27 DEFINED IN SOME OF THE OTHER LINES -- WOULD BE ONE OF THE MORE  
28 LOGICAL LINES TO USE BECAUSE OF THE REYES SERIES SOILS. THE

1 SURVEYORS, WHEN THEY LAID OUT THE RAILROAD, I FEEL IN WORKING  
2 AND STUDYING THE AREA, GROWING GRAPES THERE, DID AN EXCELLENT JOB.  
3 THEY KNEW WHERE THE TRANSITION OF SOILS WERE, AND THEY HAD TO JUST  
4 COME TO THE LINE OF THE HAIRE SERIES TYPE SOILS. AND THE REYES  
5 SERIES SOILS LIE TO THE SOUTH OF THE SOUTHERN PACIFIC RAILROAD,  
6 WHICH THE REYES SERIES SOILS ARE A VERY HIGH ACID WITH TIDAL  
7 INFLUENCE IN THE SUBSTRATA OF THE SOIL. AND, RATHER THAN GET IT  
8 CONFUSED WITH TRYING TO GO TO THE BAY, SINCE THERE ARE NOW HAY  
9 LANDS FORMING, BUT IT IS NOT VITICULTURAL LAND, I WOULD FEEL THAT  
10 THE RAILROAD BOUNDARY WOULD MAKE AN EXCELLENT LOGICAL LINE THAT  
11 WOULD BE EASILY VISIBLE. AND I DO NOT THINK THAT THERE WOULD BE  
12 ANY CONFLICT FROM PEOPLE AS TO USING THAT AS A SOUTHERLY BOUNDARY.

13 THAT IS THE END OF MY TESTIMONY. THANK YOU.

14 THE CHAIRMAN: MR. NORD, YOU SAID THAT THE BOUNDARY LINES  
15 HAD BEEN CHANGING SINCE 1910. WHICH WAY AND HOW MUCH DID THEY  
16 CHANGE?

17 MR. NORD: THEY HAVE CHANGED ALL THE WAY FROM USING THE  
18 UPPER -- LET ME GO TO THE MAP.

19 THE CHAIRMAN: PLEASE DO.

20 MR. NORD: IF YOU TAKE ROUTE HIGHWAY 121 AS A REFERENCE  
21 POINT, AND, USING THIS ROUTE -- USING A TERM YESTERDAY, THE  
22 HUICHICA VALLEY DIVIDING FROM THE SONOMA VALLEY -- THE LINE  
23 BASICALLY CAME -- HAS COME THIS DIRECTION AND SWUNG TOWARD THE  
24 HUICHICA CREEK IN THIS AREA. THIS IS ONE OF THE EARLIER 1972  
25 SECTIONS OF WHERE THE SURVEY SHOWS THE AREA TO BE.

26 SO, BASICALLY, I WOULD SAY THAT THE LINE IS VARIED  
27 BETWEEN A POINT IN HERE SOMEWHERE -- I DON'T HAVE EXACT SURVEY  
28 STAKES OF WHERE THAT WOULD BE BECAUSE IT'S ALL DEGREE MARKS USING



1 A REFERENCE POINT OF THE UPPER HUICHICA VALLEY IN HERE -- AND THEN  
2 COMING TOWARD THE SONOMA AREA, AND THEN IT IS THEN MOVED -- IT IS  
3 NOW -- THIS LINE IS THE MOST EASTERLY LINE THAT THE USGS MAP  
4 THERE -- THE COUNTY LINE DID FLOAT BACK THIS WAY, AND NOW, AS WE  
5 DEFINE THE COUNTY LINE, IT WOULD COME DOWN IN A LINE LIKE THIS.  
6 SO THIS IS THE AREA OF DIFFERENCE HISTORICALLY.

7 THE CHAIRMAN: THANK YOU.

8 MR. DEVINEY: I HAVE ONE QUESTION. WITH THAT VARIATION,  
9 WOULD THAT PUT ALL OF YOUR HOLDINGS WITHIN NAPA COUNTY?

10 MR. NORD: YES, THAT WOULD.

11 MR. MINTON: WHICH VARIATION? I MEAN, WHERE THE --

12 MR. NORD: IF WE WERE TO TAKE WHERE THE -- SAY THE  
13 1872 TYPE BOUNDARY OF WHERE IT HAD BEEN THE WESTERLY LINE AT ONE  
14 TIME, THE COUNTY LINE WOULD HAVE SHOWED NAPA.

15 MR. MINTON: WHAT ABOUT THE LINE ACCORDING TO THE  
16 COUNTY TAX ASSESSORS?

17 MR. NORD: IT IS COUNTY TAX ASSESSORS' LINE THAT WOULD  
18 STILL DIVIDE OUR PROPERTY. THE 1980 NAPA COUNTY TAX ASSESSOR  
19 LINE WOULD COME JUST A LITTLE BIT TO THE EASTERLY SIDE OF SKAGGS  
20 ISLAND ROAD, IF YOU HAVE THAT AS A REFERENCE POINT IN LOOKING AT  
21 MAPS.

22 THE CHAIRMAN: WOULD THE OLD COUNTY LINE DO ANYTHING TO  
23 REALLY FURTHER CLARIFY OR COMPROMISE THE SITUATION? WOULD THE OLD  
24 COUNTY LINE BE ANY BETTER THAN THE NEW COUNTY LINE IN DEALING  
25 WITH THE LOS CARNEROS, SONOMA VALLEY, NAPA VALLEY SITUATION?

26 MR. NORD: THAT ONE LINE, IF YOU WERE TO TAKE THE AREA  
27 FROM ARROWHEAD MOUNTAIN AND COME DOWN THE RIDGE LINE FROM  
28 STORNETTA'S -- THERE WOULD BE A LINE THAT WOULD NOT HAVE ANY

1 PROPERTIES THAT WOULD BE SPLIT BY THAT LINE AS TO IF THAT'S A  
2 PROBLEM OF WHERE YOU HAVE TWO PROPERTY HOLDINGS ON BOTH SIDES OF  
3 THE POLITICAL BOUNDARY.

4 MR. MINTON: WOULD THAT AREA INCLUDE ANY OTHER GROWERS  
5 BESIDES DOMAINE CHANDON?

6 MR. NORD: THAT WOULD INCLUDE BUENA VISTA VINEYARDS.

7 MRS. KIRK: I HAVE A QUESTION. HAS YOUR PROPERTY, THE  
8 VINEYARDS, YOUR WINERY ALSO BEEN SPLIT BY THE COUNTY LINE?

9 MR. NORD: YES.

10 MR. MINTON: HOW LONG HAVE YOU OWNED THE PROPERTY IN  
11 SONOMA COUNTY?

12 MR. NORD: THE PURCHASES WERE MADE IN 1973-74.

13 MR. MINTON: AND, AS I REMEMBER, IT IS ABOUT 640 ACRES?

14 MR. NORD: THAT'S CORRECT.

15 MR. MINTON: AND THAT IS IN SONOMA COUNTY?

16 MR. NORD: RIGHT.

17 MR. MINTON: AND HOW MUCH OF THE PROPERTY IS IN NAPA  
18 COUNTY?

19 MR. NORD: 440. AND WE ARE IN THE TRANSACTION OF SOME  
20 MORE PROPERTY ACQUISITION. THE 640 -- 200 ACRES ARE TAXED AS NAPA  
21 COUNTY.

22 MR. MINTON: ARE ANY OF THE PROPERTIES PLANTED RIGHT  
23 NOW?

24 MR. NORD: YES.

25 MR. MINTON: WITH VINES? HOW MANY ARE THEY?

26 MR. NORD: THE FULL 200 ACRES OF THAT 240.

27 MR. MINTON: THAT ARE IN NAPA COUNTY?

28 MR. NORD: RIGHT.

1 MR. MINTON: AND IS THE PART OF THE PARCEL IN SONOMA  
2 COUNTY PLANTED?

3 MR. NORD: YES.

4 MR. MINTON: HOW LONG HAS IT HAD VINES ON IT?

5 MR. NORD: SINCE 1974 OR '75.

6 THE CHAIRMAN: MR. NORD, THANK YOU VERY MUCH.

7 MR. JOHN MERRITT.

8  
9 JOHN MERRITT,

10 ON BEHALF OF SONOMA VALLEY VINTNERS ASSOCIATION, TESTIFIED AS  
11 FOLLOWS:

12 MY NAME IS JOHN MERRITT. I AM WITH GUNDLACH-BUNDSCHU  
13 WINERY. MR. CRAWFORD COOLEY WILL MAKE A STATEMENT FOR THE  
14 SONOMA VINTNERS ASSOCIATION TODAY, AND I AM NOT ENTIRELY SPEAKING  
15 FOR THE WHOLE ASSOCIATION TODAY, AS THEY HAVE ONLY A MINOR INTEREST  
16 IN THIS AREA; THAT IS, THAT THEY FEEL THE NAPA AND SONOMA COUNTY  
17 -- OR NAPA AND SONOMA VALLEY BOUNDARIES SHOULD BE DETERMINED  
18 BEFORE A SUB-APPELLATION LIKE THE CARNEROS REGION SHOULD BE  
19 CONSIDERED.

20 I THINK THAT, BEFORE WE CAN INTELLIGENTLY ADDRESS THE  
21 PROBLEMS WHICH WE ALL RECOGNIZE IN ESTABLISHING THESE AREAS, WE  
22 MUST HAVE SOME GROUND RULES REGARDING OVERLAPPING AREAS. AND  
23 EVEN WHERE THEY DON'T OVERLAP, WHERE THEY MEET -- HOW ARE WE  
24 GOING TO DETERMINE WHERE ONE AREA ENDS AND THE NEXT ONE BEGINS?  
25 AND I DO NOT THINK THERE HAS BEEN A GOOD ENOUGH SOLUTION PROPOSED  
26 TO ANSWER THIS PROBLEM YET, SO IT IS DIFFICULT TO ACCURATELY PLOT  
27 ON A MAP AN AREA LIKE CARNEROS WHERE, BY ALL THE TESTIMONY WE HAVE  
28 HEARD SO FAR TODAY -- AND I WILL EXPAND ON ANOTHER VITICULTURAL

1 AREA.

2 I KNOW THAT THE BUREAU HAS ASKED FOR SPECIFIC TESTIMONY  
3 ABOUT WHAT TO DO ABOUT OVERLAPPING AREAS, AND I THINK THAT I HAVE  
4 A PROPOSAL THAT I WOULD LIKE TO MAKE THAT IS COMPATIBLE WITH ALL  
5 OF YOUR REGULATIONS WHICH YOU CURRENTLY HAVE. WE HAVE AN AREA  
6 THAT WE CALL "A", WHICH COULD BE LIKE SONOMA VALLEY, AND "B", LIKE  
7 THE NAPA VALLEY. OF COURSE, THIS IS JUMPING AHEAD BECAUSE WE HAVE  
8 NOT EVEN FIRMLY ESTABLISHED THAT NAPA OR SONOMA VALLEYS CAN BE  
9 WITHIN THE NORTH COAST REGION THAT HAS BEEN PROPOSED. WE ASSUME  
10 THAT THIS IS GOING TO BE PERMITTED, BUT WE DON'T REALLY KNOW THAT  
11 IT IS GOING TO BE PERMITTED TO HAVE A SMALLER AREA WITHIN A  
12 LARGER AREA.

13 IF NORTH COAST IS CONSIDERED, BOTH OF THESE AREAS ARE  
14 WITHIN THAT AREA ENTIRELY. SO THE QUESTION HAS NOT BEEN ANSWERED.  
15 IF WE HAVE A RUTHERFORD HERE IN NAPA VALLEY, THIS VITICULTURAL  
16 AREA OVERLAPS THE NAPA VALLEY VITICULTURAL AREA, AND I DON'T THINK  
17 THE QUESTION HAS BEEN ANSWERED WHETHER OR NOT THIS WILL ACTUALLY  
18 BE PERMITTED.

19 I THINK IT SHOULD BE PERMITTED. I THINK THAT THE  
20 EXAMPLE GIVEN BY MR. GALLICCHIO IN THE TWO DIFFERENT WINES  
21 PRODUCED, BOTH WITHIN THE NAPA VALLEY, WHICH I THINK ALL OF US  
22 AGREE CAME FROM THE NAPA VALLEY, ARE VERY DIFFERENT WINES. AND  
23 I THINK THAT THIS SHOULD BE ALLOWED, BUT IT HAS NOT BEEN RULED  
24 THAT IT WILL BE ALLOWED.

25 IN GOING ON TO THE PROBLEM WE ARE LOOKING AT A LITTLE  
26 BIT RIGHT NOW AND A PROBLEM THAT WAS TOUCHED ON YESTERDAY WITH  
27 THE MAYACMAS AREA, WHICH PROBABLY IS GOING TO BE PROPOSED -- AND  
28 THE BUREAU WILL HAVE TO MAKE A RULING ON IT AT SOME POINT. I

1 HAVE NO DOUBT IT IS GOING TO BE PROPOSED, WHICH WILL IN FACT CUT  
2 INTO AN EXISTING AREA.

3 IF THERE IS A MAYACMAS AREA THAT IS PROPOSED UP HERE  
4 THAT COMES THROUGH SONOMA COUNTY -- OR SONOMA VALLEY, QUITE  
5 PROPERLY IT WILL EXTEND INTO NAPA COUNTY, NAPA VALLEY FROM THE  
6 VITICULTURAL POINT OF VIEW.

7 NOW, IF NAPA VALLEY IS ALREADY AN ESTABLISHED  
8 VITICULTURAL AREA, YOU ARE PUTTING SOMEONE IN THE POSITION -- AND  
9 THERE ARE IN FACT WINERIES THERE. TO NAME SOME, I BELIEVE THERE  
10 IS A MAYACMAS, ALSO, VEEDER CREST, MOUNT VEEDER WINERY. THERE  
11 ARE VINEYARDS ESTABLISHED FAIRLY EXTENSIVELY IN THE MAYACMAS  
12 MOUNTAIN RANGE THAT ARE IN BOTH THE MAYACMAS AND IN NAPA VALLEY.

13 THE SAME IS TRUE ON THE SONOMA COUNTY SIDE OF THE LINE.  
14 THERE ARE VINEYARDS WHICH ARE VERY SIMILAR THAT ARE IN BOTH  
15 COUNTIES. THE POLITICAL BOUNDARY DOES NOT INTERRUPT THE VITI-  
16 CULTURAL AREA. BUT, FOR EXAMPLE, THIS LITTLE WINERY UP HERE THAT  
17 IS RIGHT NOW IN NAPA VALLEY -- I DON'T THINK YOU ARE GOING TO BE  
18 VERY SUCCESSFUL IN CONVINCING HIM -- CERTAINLY YOU CAN DO IT --  
19 THAT HE IS NOT IN NAPA VALLEY ANY MORE AFTER HE HAS ALREADY BEEN  
20 TOLD HE IS IN NAPA VALLEY.

21 THE LOGICAL SOLUTION TO THIS IS INCLUDING THE MAYACMAS  
22 IN NAPA VALLEY WHEN THAT WILL BE PROPOSED. AND I DON'T THINK  
23 THAT ANY OF US DOUBT THAT IT WILL BE PROPOSED. WITH THE AREA  
24 THAT WE ARE LOOKING AT RIGHT NOW IN THE CARNEROS REGION, WHICH I  
25 WILL PUT DOWN HERE AND CALL "C" THERE HAS BEEN, IN THE TESTIMONY  
26 GIVEN ON WHICH I WILL EXPAND LATER, NO DOUBT THAT THIS IS A  
27 PRETTY SHAKY BOUNDARY, IF THIS IS THE COUNTY LINE, IN TERMS OF  
28 THE WESTERN BOUNDARY FOR LOS CARNEROS.

1 WE ARE ALL AWARE OF THE PROBLEMS THAT WE HAVE RIGHT  
2 NOW WHERE THIS COUNTY LINE GOES THROUGH EXISTING VINEYARDS. AND  
3 WE REALLY HAVE NOT COME UP WITH A SOLUTION TO THAT YET, HOW THESE  
4 VINEYARDS ARE GOING TO BE IN ONE AREA OR THE OTHER AREA. AND YET,  
5 WE JUST CANNOT LEAVE THEM IN NO AREA. THEY ARE CLEARLY ASSOCIATED  
6 WITH BOTH NAPA AND SONOMA VALLEYS.

7 WHAT I WOULD PROPOSE IS, WHEREVER THIS BOUNDARY LINE  
8 BETWEEN THE NAPA VALLEY AND SONOMA VALLEY IS FINALLY DECIDED,  
9 WHEREVER THE NORTHERN BOUNDARY OF CARNEROS IS DECIDED, AS WELL AS  
10 THE BOUNDARIES ON THE SIDES -- RIGHT NOW, ASSUMING BOTH THE  
11 SONOMA VALLEY AND THE NAPA VALLEY ARE APPROVED, ANYTHING THAT IS  
12 85 PER CENT, I BELIEVE, WITHIN THAT AREA, WITHIN THIS AREA COULD  
13 BE LABELLED "A." SO "A" MUST BE 85 PER CENT "A" TO BE LABELLED  
14 "A," OR SONOMA VALLEY.

15 "B" LIKewise. ANYTHING IN THIS ENTIRE AREA WHICH IS IN  
16 THE NAPA VALLEY OR THIS AREA "B" IN THE DIAGRAM, WOULD BE 85 PER  
17 CENT "B."

18 WITH REGARDS TO THE AREA "C," THE CARNEROS AREA THAT  
19 WE ARE ALLUDING TO, ANYTHING THAT WAS WITHIN THIS CARNEROS AREA,  
20 WHEN AND IF IT IS ESTABLISHED, COULD BE "C," AND WOULD HAVE TO BE  
21 85 PER CENT "C" TO EQUAL CARNEROS.

22 THAT WOULD COVER VINEYARDS THAT WERE ANYWHERE WITHIN  
23 THIS GROWING REGION THAT WE ALL AGREE IS SIMILAR, AND WE ALL  
24 AGREE IT IS STILL PART OF NAPA VALLEY AND PART OF SONOMA VALLEY,  
25 OR PART OF "A" AND PART OF "B." A WINE COULD BE LABELLED, THEN,  
26 IF IT WAS 85 PER CENT "B," NAPA VALLEY, AND, ALSO, 85 PER CENT  
27 "C." -- SO IT WOULD COME FROM THAT QUADRANT -- IT COULD BE LABELLED  
28 BOTH "B" AND "C." IT WOULD HAVE THE QUALIFICATIONS FOR BOTH AREAS.

1 AND I DON'T THINK THIS WOULD BE A BIG PROBLEM IN LABELLING BECAUSE,  
2 AS HAS BEEN POINTED OUT, WE CAN HAVE THE UNITED STATES, WE CAN  
3 HAVE CALIFORNIA, WE CAN HAVE NAPA COUNTY, WE CAN HAVE NAPA VALLEY.  
4 AND, BASICALLY, THESE ARE ALL TRUTHFUL STATEMENTS. AND TO LABEL  
5 A WINE THAT IS 85 PER CENT "B" AND 85 PER CENT "C" AS C-B, OR  
6 CARNEROS - NAPA, WOULD BE A TRUTHFUL STATEMENT.

7 TO LABEL A WINE "C," IF IT ALL CAME FROM WITHIN THIS  
8 REGION, BOTH "B" AND "C," AND TO LABEL IT JUST A "C," WOULD AGAIN  
9 BE A TRUTHFUL STATEMENT.

10 WE ARE CERTAINLY GOING TO HAVE TO EXPLAIN TO CONSUMERS  
11 WHAT WE ARE DOING, BUT THIS WOULD CONFUSE THEM MUCH LESS THAN IF  
12 WE SAY ABSOLUTELY IT HAS TO BE NAPA - CARNEROS, OR IT HAS TO BE  
13 SONOMA - CARNEROS, OR SOMETHING LIKE THAT. I THINK THAT WOULD BE  
14 THE CLEAREST SOLUTION, AND THESE WOULD BE TRUTHFUL STATEMENTS.

15 THIS GOES ON. YOU HAVE TO HAVE 85 PER CENT "A" AND 85  
16 PER CENT "C" TO CALL THIS "A" PLUS "C," OR SONOMA-CARNEROS. BUT  
17 THIS WOULD PROVIDE A SOLUTION IN THIS AREA. IT WOULD PROVIDE A  
18 SOLUTION IN THE AREA OF THE MAYACMAS, WHICH WE ARE ALREADY  
19 DISCUSSING, AND MOST LIKELY TO BE APPLIED TO PROBLEMS THAT, I AM  
20 SURE, YOU ARE GOING TO MEET IN THE FUTURE IN CONSIDERING  
21 APPLICATIONS FOR VITICULTURAL AREAS.

22 IT MUST MEET ALL OF THESE STANDARDS, AND IT MUST BE A  
23 TRUTHFUL STATEMENT, WHICH THIS WOULD BE.

24 THE CHAIRMAN: DON'T PUT THAT DOWN YET.

25 MR. MERRITT: I AM GOING TO OFFER THAT UP.

26 WITH REGARD TO THE PETITION WE ARE CONSIDERING TODAY, I  
27 THINK THAT THE PETITION DOES NOT ADEQUATELY ANSWER THE QUESTIONS  
28 WHICH ARE SPECIFICALLY ASKED IN THE ESTABLISHMENT OF AMERICAN

1 VITICULTURAL AREAS. I DON'T THINK THAT IT HAS BEEN CLEARLY  
2 ESTABLISHED THAT THE NAME OF THE VITICULTURAL AREA IS LOCALLY OR  
3 NATIONALLY KNOWN AS REFERRING TO THE AREA SPECIFIED IN THE  
4 APPLICATION.

5 FURTHER, THE HISTORICAL OR CURRENT EVIDENCE THAT THE  
6 BOUNDARIES OF THE VITICULTURAL AREA ARE AS SPECIFIED IN THE  
7 APPLICATION -- AGAIN, SAME PROBLEM. THIS HAS NOT BEEN ADEQUATELY  
8 ADDRESSED.

9 RELATING TO THE GEOGRAPHICAL FEATURES, I BELIEVE THAT  
10 AN EXCELLENT JOB HAS BEEN DONE IN POINTING OUT THAT THE PROPOSED  
11 AREA IS DIFFERENT FROM THE REST OF NAPA VALLEY. THE SAME CLIMATE.  
12 THE SAME SOIL TYPES. THE SAME ARGUMENT APPLIED TO THE SOUTHERN  
13 END OF SONOMA VALLEY. IT IS CLEARLY PART OF NAPA VALLEY, OR TENDS  
14 TOWARDS THE NAPA VALLEY IN ONE WAY. IT TENDS TOWARDS THE SONOMA  
15 VALLEY IN THE OTHER WAY. BUT THERE CLEARLY IS AN AREA AT THE  
16 SOUTHERN END OF THE NAPA AND SONOMA VALLEYS THAT IS A UNIQUE  
17 VITICULTURAL AREA, I BELIEVE. IN SPITE OF ALL THESE THINGS I AM  
18 SAYING, I DO BELIEVE THERE IS AN AREA DOWN THERE WHICH IS UNIQUE.  
19 THE PROBLEM WITH THE PETITION IS THAT, WHILE IT MAKES A VERY GOOD  
20 CASE FOR SEPARATING CARNEROS OR MAKING CARNEROS A UNIQUE PART OF  
21 THE NAPA VALLEY, IT MORE OR LESS IGNORES THE SAME FEATURES WHICH  
22 EXIST -- VIRTUALLY THE IDENTICAL FEATURES WHICH EXIST ON THE  
23 SONOMA COUNTY SIDE OF THE LINE.

24 IT HAS NOT SATISFIED WHAT IS ASKED FOR IN THE ESTABLISH-  
25 MENT BY THE BUREAU IN THAT IT DOES NOT DISTINGUISH THE VITICULTU-  
26 RAL FEATURES OF THE PROPOSED AREA FROM THE SURROUNDING AREA ALONG  
27 ITS WESTERN BOUNDARY. IT HAS NOT ESTABLISHED ANY DIFFERENCE. IN  
28 FACT, THERE HAS BEEN QUITE A BIT OF TESTIMONY, INCLUDING THAT BY



1 THE DEFENDANT, THAT THERE IS NOT A GREAT DEAL OF DIFFERENCE.

2 WITH REGARD TO THE HISTORY OF THIS AREA, I THINK IT IS  
3 OF RATHER SLIGHT SIGNIFICANCE, BUT STILL SIGNIFICANT THAT HALF  
4 THE MAPS THAT ARE PRESENTED TO SHOW THIS AREA ARE DIRECTLY  
5 ASSOCIATED WITH SONOMA. WE HAVE TO USE THE CITY MAP OF SONOMA TO  
6 FIT PART OF THE ENCLOSED AREA ON IT. I SHOULD USE THIS ONE OVER  
7 HERE, WHICH HAS THE -- THIS IS ONE MAP FROM HERE OVER. TO FIT  
8 THE PROPOSED AREA IN, WE HAVE TO USE A MAP THAT USES THE CITY OF  
9 SONOMA. IT IS NOT VERY FAR REMOVED FROM THAT AREA.

10 LIKewise, THE BULK OF THIS AREA -- OR NOT EVEN THE BULK.  
11 A SUBSTANTIAL PORTION OF THIS AREA IS DIRECTLY RELATED TO THE  
12 SONOMA VALLEY. MUCH OF THIS AREA IN THE PAST HAS BEEN RELATED TO  
13 SONOMA. IN FACT, WE HAVE A MAP HANGING IN OUR OFFICE, WHICH WAS  
14 DONE BY JACOB LEESE, WHO WAS THE U.S. SURVEYOR GENERAL. I THINK  
15 THE YEAR WAS ABOUT 1885. AND I WILL FORWARD YOU A COPY OF THIS  
16 MAP. IT IS AN ORIGINAL, AND I AM NOT QUITE SURE HOW WE ARE GOING  
17 TO COPY IT, BECAUSE WE ARE VERY PROTECTIVE OF THIS, BUT IT SHOWS  
18 THE ORIGINAL AREA THAT IS PROPOSED, MOST OF IT -- IN FACT, THE  
19 ENTIRE HUICHICA LAND GRANT. THE MAP ENDS RIGHT ABOUT HERE. THIS  
20 IS ALL ASSOCIATED WITH SONOMA.

21 A GREAT DEAL OF THE AREA THAT IS BOUNDED BY THESE  
22 BOUNDARIES IS MADE UP OF THE HUICHICA LAND GRANT, WHICH ACTUALLY  
23 THE CARNEROS LAND GRANT ENDED OVER HERE. AND YOU FIND VERY FEW  
24 VINEYARDS IN THE LOS CARNEROS LAND GRANT TODAY, ALTHOUGH THIS AREA  
25 IS STILL KNOWN ALL THROUGH HERE AS CARNEROS LOCALLY.

26 SO WE WILL PRESENT TO YOU DEFINITE EVIDENCE THAT THIS  
27 ENTIRE AREA HAS BEEN RELATED TO SONOMA VALLEY JUST AS MUCH AS  
28 THIS AREA HAS BEEN RELATED TO THE NAPA VALLEY. MANY OF THE NAMES

1 THAT WERE MENTIONED IN MR. HEINTZ'S TESTIMONY, I KNOW, ARE ON  
2 THIS MAP AS PROPERTY HOLDERS.

3 IF YOU WANTED TO REGISTER A PIECE OF PROPERTY IN THAT  
4 AREA OVER HERE, WHICH IS IN NAPA COUNTY NOW, AT THAT TIME, AND  
5 YOU WANTED THAT PROPERTY IN YOUR NAME, YOU HAD TO GO TO SONOMA  
6 TO DO IT. YOU DID NOT GO TO NAPA TO DO IT. IF ANY OF THE  
7 HUICHICA AREA IS INCLUDED IN THIS, AND THAT INCLUDES GOING UP TO  
8 ABOUT HERE AND AROUND THE PUEBLO LANDS OF SONOMA OVER TO THIS  
9 AREA, FROM THAT SECTION OVER THERE, EVENTUALLY IT BECOMES  
10 PETALUMA. THIS ENTIRE AREA SHOULD BE INCLUDED FOR THE SAME  
11 REASONS THAT THIS AREA IS INCLUDED. IT WOULD BE ILLOGICAL  
12 HISTORICALLY TO INCLUDE JUST THIS AREA AND IGNORE THE FACT THAT  
13 THIS AREA EXISTS.

14 I ALSO FEEL THAT I KNOW QUITE A BIT ABOUT THIS AREA  
15 BECAUSE I HAVE LIVED MOST OF MY LIFE WITHIN A MILE OF ABOUT THIS  
16 POINT RIGHT HERE. I GREW UP IN LOVALL VALLEY, WHICH IS IN THE  
17 DESCRIBED AREA. IT IS IN NAPA COUNTY. I WENT TO SCHOOL IN  
18 SONOMA. YOU CAN'T GET TO THIS AREA, UNLESS YOU WALK, WITHOUT  
19 GOING THROUGH SONOMA. ALL THE ROADS COME THIS WAY.

20 I BELIEVE THAT MR. HEINTZ DID POINT OUT THAT THERE WAS  
21 SOME DISPUTE ABOUT THE BORDER IN HERE. THAT DISPUTE ABOUT THE  
22 BORDER WAS ABOUT WHO WAS GOING TO FIX THE ROAD, NAPA COUNTY OR  
23 SONOMA COUNTY. AND I DON'T RECALL HOW MUCH IT CHANGED. I DON'T  
24 THINK IT DID VERY MUCH.

25 YOU CAN'T GO TO NAPA WITHOUT GOING THROUGH SONOMA.  
26 MUCH OF THE PROPOSED AREA, AGAIN, IS DIRECTLY RELATED TO SONOMA.

27 A LOT OF REFERENCE IS MADE TO HAIRE SOILS. AND THIS AREA  
28 THROUGH HERE WAS FORMERLY THE HAIRE PROPERTY. SOME OF IT IS STILL

1 IN THE HAIRE FAMILY, WHICH, AGAIN, CROSSES THE COUNTY LINE. MUCH  
2 OF THAT IS NOW BUENA VISTA VINEYARDS. WELL, JUDY HAIRE WENT TO  
3 SONOMA TO GO TO SCHOOL, TOO.

4 A LOT OF THIS AREA IS ASSOCIATED WITH SONOMA JUST AS  
5 MUCH AS IT HAS BEEN ASSOCIATED WITH NAPA. IN FACT, SOME OF OUR  
6 PROPERTY TODAY, WHICH IS IN THIS AREA, EXTENDS ACROSS THE LINE.  
7 SO, AGAIN, WE ARE COMING VERY CLOSE TO CUTTING THROUGH ANOTHER  
8 VINEYARD WITH REGARDS TO A SEPARATE DISTRICT.

9 WITH REGARD TO THE NAME HAIRE, REFERENCE HAS BEEN MADE  
10 -- IN FACT, IN THE PETITION THE REFERENCE IS MADE, AND IT IS  
11 IMPLIED THAT THE MAIN SOIL IN THE AREA -- IN FACT, ACTUALLY, I  
12 GOT THE IMPLICATION WHEN I FIRST READ THIS THAT THE ONLY SOIL  
13 THAT EXISTED IN THE PROPOSED CARNEROS AREA WAS THIS HAIRE-COOMBS  
14 SOIL. IN LOOKING AT A SOIL MAP WHICH IS PUT OUT -- I FOUND THE  
15 SOURCE. IT IS THE U.S. DEPARTMENT OF AGRICULTURE. I CAN'T  
16 REMEMBER THE NAME OF WHAT PART OF THE U.S. DEPARTMENT OF  
17 AGRICULTURE DID THIS. SOIL SURVEY OF NAPA COUNTY AND SOIL SURVEY  
18 OF SONOMA COUNTY ARE BOTH PUT OUT BY U.S. DEPARTMENT OF AGRICUL-  
19 TURE.

20 I LOOKED IN THE SOIL SURVEY OF NAPA COUNTY, THE AUGUST,  
21 1978, EDITION, AND THEY MAKE REFERENCE TO HAIRE SOILS. BUT I  
22 THINK IT SHOULD BE CLEARLY UNDERSTOOD WHERE IT HAS BEEN IMPLIED  
23 THAT MOST OF THE HAIRE SOIL IS ASSOCIATED WITH NAPA, I WOULD LIKE  
24 TO POINT OUT THAT THIS AREA HERE WAS THE HAIRE PROPERTY. THE  
25 SAMPLE WHICH ALL SOIL SAMPLES ARE BASED ON FOR HAIRE-TYPE SOILS  
26 IS WITHIN SONOMA COUNTY. SO ALL OF THE SOILS WHICH THEY ARE  
27 DESCRIBING IN NAPA ARE ACTUALLY BASED ON A SOIL TYPE FOR WHICH  
28 THE PRIME EXAMPLE -- IT IS SPECIFIED IN THE SOIL SURVEY THAT IT IS

1 SO MANY FEET FROM THE WINDMILL OR SOMETHING LIKE THIS. IF YOU  
2 WANT TO IDENTIFY THIS SOIL, YOU HAVE TO GO OUT AND FIND THIS SPOT,  
3 AND THAT IS YOUR SAMPLE OF THIS SOIL.

4 BUT, ALSO, TO MORE CLEARLY SHOW THAT HAIRE SOIL IS VERY  
5 WELL REPRESENTED IN SONOMA COUNTY, IN FACT, THE BULK OF THE HAIRE  
6 SOIL IS IN SONOMA COUNTY. THIS IS HAIRE SOIL. THIS IS. THIS IS.  
7 AND ALL OF THIS IS HAIRE SOIL. IT COMES ALL THE WAY UP PAST  
8 PETALUMA. SO THERE CLEARLY IS A GREAT DEAL OF HAIRE SOIL  
9 LOCATED IN SONOMA COUNTY. HAIRE SOILS ARE NOT NAPA VALLEY SOILS.  
10 THEY ARE ALSO A NAPA VALLEY SOIL, BUT THEY ARE NOT ONLY A NAPA  
11 VALLEY SOIL.

12 IN ADDITION, IN COMPARING THE -- THIS IS TAKEN FROM A  
13 VERY BROAD MAP, AND, ACTUALLY, WHEN YOU SPEAK OF HAIRE-COOMBS OR  
14 HAIRE DIABLO, THESE TYPES OF SOILS, YOU ARE TALKING ABOUT A RANGE  
15 OF SOILS. IT IS NOT LIKE YOU ARE COMPARING BLACK SAND WITH WHITE  
16 SAND, FOR EXAMPLE. THERE IS A RANGE OF SOILS, AND IT IS NOT A  
17 VERY SPECIFIC TERM.

18 BUT, SO YOU WON'T BE CONFUSED -- BECAUSE I AM SURE YOU  
19 ARE GOING TO GO OVER THIS DATA VERY THOROUGHLY -- IF YOU LINE UP  
20 THE SONOMA COUNTY SOIL SURVEY WITH THE NAPA COUNTY SOIL SURVEY,  
21 NO MATTER HOW FAR DOWN YOU GO IN DETAIL IN NAPA, THEY WILL REFER  
22 TO HAIRE-COOMBS, SOMETIMES HAIRE-COOMBS-DIABLO. ON THE SONOMA  
23 SIDE, THEY WILL HAVE HAIRE DIABLO AND THEN ANOTHER ONE THAT YOU  
24 WILL OCCASIONALLY COME ACROSS THE NAME OF. THE HAIRE SOIL THAT  
25 IS IN NAPA VALLEY IS PRIMARILY HAIRE-COOMBS, BUT IT IS ONLY 20  
26 SOMETHING PER CENT COOMBS. IT IS PRIMARILY HAIRE. AND IF YOU  
27 LINE THESE MAPS UP TOGETHER, YOU CAN ACTUALLY -- THEY HAVE GOT  
28 AERIAL SHOTS WHERE THEY HAVE GOT ALL THE SOILS DRAWN OFF IN LINES.

1 AND YOU CAN FOLLOW THE LINES RIGHT ACROSS THE COUNTY LINE. AND  
2 ON ONE SIDE YOU LOOK IN THE SONOMA BOOK. IT CALLS IT A HAIRE  
3 DIABLO. AND THE NAPA BOOK CALLS IT THE HAIRE-COOMBS.

4 AS I BELIEVE MR. LIDER POINTED OUT AT THE NORTH COAST  
5 HEARINGS, THEY CHANGE NAMES DIFFERENT PLACES. BUT JUST BECAUSE  
6 THE NAME CHANGES, DOES NOT MEAN THE SOIL CHANGES. I HOPE THAT  
7 YOU UNDERSTAND, BECAUSE I DON'T. I THINK IT HAS BEEN -- I WANTED  
8 TO ESTABLISH THAT POINT ABOUT THE SOIL.

9 AND THE HAIRE SOILS WHICH ARE THE BASIS OF THE DEFINI-  
10 TION OF THE AREA THAT IS PROPOSED ARE ALSO A VERY GOOD REASON TO  
11 EXTEND THAT CARNEROS AREA. WHERE IS THE BOUNDARY ON THIS MAP?  
12 RIGHT ABOUT HERE. A GOOD REASON TO EXTEND IT THIS WAY BECAUSE  
13 THOSE SOILS EXTEND IN THAT DIRECTION.

14 FURTHER, I THINK IT WAS BROUGHT OUT -- AND I WOULD LIKE  
15 TO EMPHASIZE THE FACTS -- WHEREAS IN THE PETITION, IT DESCRIBES  
16 THE PRINCIPAL SOIL, AGAIN, AS HAIRE-COOMBS; WHEN I FIRST READ THE  
17 PETITION, I GOT THE IMPRESSION THAT THE AREA THEY WERE PROPOSING  
18 WAS HAIRE-COOMBS SOIL. IN FACT, THERE ARE SEVEN SOIL SERIES THAT  
19 ARE REPRESENTED ON THE NAPA SIDE. AND IF YOU EXAMINE A NAPA  
20 VALLEY SOIL SURVEY, YOU WILL FIND THAT THERE ARE SEVEN SOIL TYPES  
21 REPRESENTED IN THIS AREA, NOT JUST THE ONE, THE HAIRE-COOMBS.  
22 AND THAT IS A PROBLEM FOR ME A LITTLE BIT. I AM NOT QUITE SURE  
23 HOW TO ADDRESS THAT.

24 IN TAKING THE GENERAL IDEA OF VITICULTURAL AREAS, IF  
25 YOU TAKE NORTH COAST, YOU CAN TAKE FAIRLY BROAD TERMS IF ONE IS  
26 GOING TO DEFINE A NORTH COAST AREA. IF YOU ARE GOING TO DEFINE  
27 NAPA VALLEY OR SONOMA VALLEY, YOU CAN AGAIN TAKE FAIRLY BROAD  
28 TERMS. BUT THEY ARE MUCH MORE SPECIFIC THAN IF YOU ARE EXAMINING

1 SOMETHING LIKE NORTH COAST.

2 BUT I THINK WHEN YOU GET DOWN TO A SUBREGION LIKE THE  
3 PROPOSED CARNEROS AREA, IT SHOULD BE QUITE SPECIFIC. I DON'T KNOW  
4 HOW YOU CAN ESTABLISH WHAT IS QUITE SPECIFIC, BUT I THINK WHEN  
5 YOU GET DOWN TO A SUBREGION WHICH IS WITHIN ANOTHER VITICULTURAL  
6 AREA, THE REQUIREMENTS WHICH YOU IMPOSE UPON THE PETITIONER -- HE  
7 MUST PROVE THAT THIS AREA IS SIGNIFICANTLY DIFFERENT. AND I DON'T  
8 THINK THAT HAS BEEN DONE IN THIS CASE.

9 I REALLY THINK THAT IT IS PREMATURE TO CONSIDER AN AREA  
10 LIKE CARNEROS. I DON'T THINK WE REALLY HAVE THE KNOWLEDGE THAT  
11 WE NEED TO CLEARLY OUTLINE THE SIGNIFICANT VITICULTURAL AREA  
12 WHICH WE DO AGREE EXISTS. I JUST DON'T THINK WE HAVE ENOUGH  
13 KNOWLEDGE TO DRAW THE OUTLINES.

14 I WOULD ALSO LIKE TO POINT OUT THAT, WHILE THERE HAS NOT  
15 BEEN TOO MUCH DISAGREEMENT WITH THE EASTERN BOUNDARY THAT IS  
16 PROPOSED OR THE NORTHERN BOUNDARY, I WOULD SAY THE NORTHERN  
17 BOUNDARY AS PROPOSED GOES QUITE A BIT FURTHER UP THAN I WOULD  
18 HAVE THOUGHT CARNEROS WENT.

19 THE SOUTHERN BOUNDARY -- I DON'T THINK IT MAKES ANY  
20 DIFFERENCE WHERE THE SOUTHERN BOUNDARY IS AS IT APPROACHES THE  
21 BAY BECAUSE YOU ARE GETTING BEYOND WHERE THE SOIL HAS THE  
22 CAPABILITY OF SUPPORTING GRAPEVINES. I WILL GO BACK OVER TO THIS  
23 MAP.

24 I AM VERY RELUCTANT TODAY TO OFFER PROPOSED NEW  
25 BOUNDARIES BECAUSE OF THE PROBLEM WHICH HAS NOT BEEN ANSWERED IN  
26 OVERLAPPING. BECAUSE, ALSO, I DON'T THINK WE HAVE THE SPECIFIC  
27 KNOWLEDGE THAT IS REQUIRED TO INTELLIGENTLY DRAW A LINE ANYWHERE  
28 FOR CARNEROS. I DON'T KNOW THAT THIS IS THE UPPER END OF CARNEROS

1 OR NOT. I DON'T KNOW IF THAT IS CLOSE ENOUGH TO THIS TO SAY THAT  
2 THIS SHOULD BE CALLED A SUBREGION OF THE NAPA VALLEY OR A SUB-  
3 REGION OF THE SONOMA VALLEY.

4 SO I COULD VERY EASILY COME UP HERE AND PROPOSE TO YOU  
5 RIGHT NOW THAT, IF WE FOLLOW THE 5/6 TOWNSHIP RIGHT ACROSS THE  
6 CITY OF SONOMA, JUST AS IT GOES ROUGHLY ACROSS THE CITY OF NAPA,  
7 I THINK THE SAME LOGIC SHOULD APPLY TO THIS SIDE AS THIS SIDE.  
8 I AM NOT SURE IT SHOULD BE THAT FAR NORTH. I CERTAINLY HAVE  
9 QUESTIONS IN MY MIND ABOUT INCLUDING THIS AREA THAT IS FAIRLY  
10 MOUNTAINOUS. THE END OF THE MAYACMAS RANGE, I BELIEVE IT IS.

11 LOOKING AT SOIL TYPES IN THIS AREA, IF THIS MOUNTAINOUS  
12 AREA WAS ELIMINATED, IT WOULD REDUCE THE NUMBER OF SOIL TYPES.  
13 ONE COULD PROBABLY TAKE THIS AREA RIGHT HERE COMING FROM SOUTH OF  
14 THE CITY OF NAPA AROUND TO THE CITY OF SONOMA, ELIMINATING THIS  
15 HILLY REGION HERE, AND YOU WOULD FIND A CONSISTENT PATTERN OF  
16 SOILS THROUGH THIS AREA. THEY WOULD NOT GREATLY DIFFER. THEY  
17 WOULD START TO DIFFER MORE AS YOU WENT UP TOWARDS SONOMA, JUST AS  
18 THEY START TO DIFFER AS YOU GO UP TOWARDS THE CITY OF NAPA. YOU  
19 GET, TYPICALLY, MORE NAPA CITY SOILS AS YOU COME UP THIS WAY.  
20 BUT, AGAIN, NOT ALL AT ONE TIME. SOILS DON'T END ON A LINE. THEY  
21 END AS A BLEND.

22 SAME WAY COMING UP THE SONOMA VALLEY. THEY END AS A  
23 BLEND. AND SOMEWHERE THROUGH HERE, YOU WOULD SEE A SIGNIFICANT  
24 CHANGE IN THE SOIL.

25 IF I HAVE TO OFFER A PROPOSED BOUNDARY, I AM GOING TO  
26 OFFER IT UP HERE. I DON'T THINK IT IS RIGHT, BUT, AS I UNDERSTAND  
27 IT, YOU HAVE TO GIVE AN ANSWER TO THAT PETITION, SO I AM PROPOSING  
28 THESE NEW BOUNDARIES. REALLY, I THINK IT OUGHT TO BE SOMEWHERE

1 DOWN HERE LOWER.

2 I THINK THAT ONE THING ONE MIGHT CONSIDER WITH THIS  
3 REGION IS ELEVATION. MAYBE WE SHOULD GO SO FAR UP THESE  
4 MOUNTAINS. FOR EXAMPLE, IF YOU GO UP TO -- I DON'T KNOW -- 250  
5 ELEVATION OR 150-FOOT ELEVATION, THE SOIL IS GOING TO CHANGE.  
6 ALSO, YOU ARE GOING TO RUN -- AS THE VALLEY RISES, YOU ARE GOING  
7 TO GET A CUT-OFF FROM THIS SIDE AND A CUT-OFF ON THIS SIDE. I  
8 DON'T THINK THAT WE KNOW ENOUGH TO KNOW WHERE TO DRAW THESE LINES  
9 YET.

10 I JUST DON'T THINK THIS LINE IS RIGHT. I DON'T THINK  
11 IT MAKES SENSE VITICULTURALLY IN TERMS OF CLIMATE, SOIL. AND I  
12 FURTHER DON'T THINK IT MAKES ANY SENSE CONSIDERING THE HISTORY.  
13 AND I THINK THAT THE PETITIONER AGREES AND THAT MR. TCHELISTCHEFF,  
14 WHO PRESENTED THE PETITIONER'S POSITION ON THE SOILS IN THIS AREA,  
15 THE CLIMATE IN THIS AREA, HAD A DIRECT QUOTE. FROM WHAT HE SAID,  
16 IT IS THAT IT WAS CHOSEN -- THIS WESTERN BOUNDARY WAS CHOSEN TO  
17 AVOID OVERLAPPING DISTRICTS. IT WAS NOT CHOSEN FOR THE REASONS  
18 WHICH THE BUREAU REQUIRES IN A PETITION. IT WAS CHOSEN TO AVOID  
19 OVERLAPPING DIVISIONS. IT DOES NOT HAVE ANYTHING TO DO WITH  
20 VITICULTURE. IT DOES NOT HAVE ANYTHING TO DO WITH HISTORY.

21 BUENA VISTA VINEYARD, WHICH IS LOCATED RIGHT HERE -- I  
22 THINK, AGAIN, AT SOME POINT YOU HAVE TO ADDRESS THE PROBLEM THAT  
23 BOTH DOMAINE CHANDON AND BUENA VISTA OVERLAP THE BOUNDARY. AS  
24 PROPOSED, THE NAPA-SONOMA COUNTY LINE GOES THROUGH THEIR VINEYARD.  
25 AND THEY ARE NOT ENTIRELY WITHIN THE CARNEROS REGION. IN BUENA  
26 VISTA'S CASE, IN PARTICULAR, YOU ARE DENYING THEM THE OPPORTUNITY  
27 TO ESTATE BOTTLED WINES FROM THEIR VINEYARDS UNLESS THEY CALL IT  
28 CALIFORNIA. SO HERE WE HAVE A WINERY, AND THE WINERY IS LOCATED



1 RIGHT ABOUT HERE. THIS ENTIRE VINEYARD IS CONTIGUOUS TO THEIR  
2 WINERY, AND YET THEY CAN'T ESTATE BOTTLE FROM THE REGION THAT  
3 THEY ARE IN IF THIS LINE GOES THROUGH THEIR VINEYARD.

4 ON THE OTHER HAND, I WILL USE BEAULIEU, FOR EXAMPLE.  
5 THEIR WINERY IS UP HERE SOMEWHERE, AND THEY CAN ESTATE BOTTLE  
6 WINES FROM THEIR VINEYARDS DOWN THERE.

7 A VOICE: WE CANNOT.

8 MR. MERRITT: IN THE NAPA VALLEY.

9 A VOICE: NOT -- THE VALLEY, BUT NOT CARNEROS.

10 MR. MERRITT: YOU CAN CALL IT A NAPA VALLEY ESTATE  
11 BOTTLED WINE.

12 A VOICE: BUT NOT CARNEROS.

13 MR. MERRITT: HERE THERE IS A WINERY THAT DOES EXIST,  
14 THAT IS IN THIS AREA, AND ITS VINEYARDS THAT ARE CONTIGUOUS TO  
15 THE WINERY CROSS THE COUNTY LINE. AND THEY CAN'T BE ESTATE  
16 BOTTLED. I DON'T THINK THAT THIS IS THE INTENT OF THE BUREAU AT  
17 ALL. AND MR. GALLICCHIO AGREED WITH REFERENCE TO BUENA VISTA,  
18 WHERE THE COUNTY LINE DOES GO THROUGH THIS PROPERTY, THAT IT IS  
19 ALL IN CARNEROS.

20 THE CHAIRMAN: ARE YOU GETTING CLOSE TO THE END?

21 MR. MERRITT: I AM DONE.

22 THE CHAIRMAN: MY 10 MINUTES IS DONE ON THAT, BUT IT  
23 WAS INTERESTING. I AM GOING TO TRY TO DEVELOP A QUESTION. I AM  
24 NOT SURE I AM GOING TO GET THERE.

25 BACK TO YOUR EXAMPLE OF A, B, AND C, WHICH IS NOT  
26 ILLOGICAL AT ALL. BUT, IF WE WERE TO ADOPT THAT, WOULD THAT  
27 SUBJECT THE WHOLE VITICULTURAL PROCESS TO CRITICISM WHEN YOU  
28 START WITH THE PREMISE THAT THE PRODUCT RESULTING FROM GRAPES

1 GROWN IN THAT AREA IS DIFFERENT FROM GRAPES GROWN IN OTHER AREAS?  
2 SO, IF YOU ARE SAYING THE GRAPES GROWN IN YOUR AREA, "AC," ARE  
3 SIMILAR TO THOSE IN "AB," SO THAT YOU COULD CALL IT THE WHOLE  
4 THING -- I AM SORRY. "AC" AND "BC."

5 MR. MERRITT: RIGHT.

6 THE CHAIRMAN: ARE SIMILAR ENOUGH THAT YOU COULD CALL  
7 THEM "C" IF YOU WANTED TO OR "AC," OR "BC"? DOES THAT SUBJECT  
8 THE PREMISE OF A VITICULTURAL AREA TO CRITICISM?

9 MR. MERRITT: I DON'T BELIEVE IT DOES. YOU KNOW, I WILL  
10 ADMIT THAT THERE IS A PROBLEM, AND IT IS A DIFFICULT QUESTION TO  
11 POSE AS WELL AS A DIFFICULT QUESTION TO ANSWER. I DON'T KNOW  
12 WHAT THE BEST SOLUTION TO THIS IS. I DON'T THINK THAT ANYBODY  
13 ELSE HAS PROPOSED A BETTER ONE, THOUGH. THERE MAY BE A BETTER  
14 ONE.

15 I DON'T THINK THAT, AS LONG AS YOU MAKE A TRUTHFUL  
16 STATEMENT, YOU CAN GET IN TOO MUCH TROUBLE. I THINK THAT WE CAN  
17 PRETTY CLEARLY ESTABLISH THAT THIS AREA THAT WAS OVER HERE IN  
18 "A" TENDS TO BE SIMILAR.

19 WE CAN GET A TREND, I THINK, IN CLIMATE. WE CAN GET A  
20 TREND IN SOIL, WHICH MAKES THE ENTIRE AREA OF "A" THAT WAS IN  
21 THAT DIAGRAM SIMILAR. LIKewise WITH "B." BUT I DON'T THINK THAT  
22 ELIMINATES THE FACT THAT THE AREA "C" -- THE PORTION OF NAPA  
23 VALLEY AND SONOMA VALLEY IS ALSO A UNIQUE AREA. I DON'T THINK  
24 THAT ANY OF US DOUBT THAT THERE IS A CARNEROS AREA. I DON'T  
25 THINK ANY OF US DOUBT THAT THAT AREA EXISTS. LIKewise, I DON'T  
26 THINK ANYBODY DOUBTS THAT NAPA VALLEY AND SONOMA VALLEY EXIST.  
27 BUT NAPA VALLEY AND SONOMA VALLEY HAVE A COMMON BORDER FOR ALMOST  
28 -- WELL, THE WHOLE THING OF SONOMA VALLEY AND FOR A SUBSTANTIAL

1 LENGTH OF THE NAPA VALLEY.

2           LIKewise, I DON'T THINK THAT YOU CAN HAVE A CARNEROS  
3 WHICH DOES NOT EXTEND PART WAY INTO SONOMA. AGAIN, I THINK IT  
4 SHOULD BE VERY SPECIFIC WITH REGARDS TO A SUBREGION LIKE CARNEROS,  
5 AND THAT WE SHOULD HAVE TO PRESENT VERY CLEAR AND EASY TO UNDER-  
6 STAND REASONS WHY WE ARE ESTABLISHING CARNEROS.

7           I DON'T THINK WE HAVE DONE THAT. I DON'T THINK I HAVE  
8 DONE IT. I DON'T THINK THE PETITIONER HAS DONE IT. I DON'T THINK  
9 ANYBODY HAS DONE THAT. I DO THINK THERE IS A CARNEROS, BUT I  
10 DON'T THINK WE KNOW WHERE TO DRAW THE LINES. I REALLY THINK THAT  
11 YOU SHOULD -- I DON'T KNOW HOW YOU CAN DO IT. I THINK THAT THIS  
12 OUGHT TO BE REJECTED. THE PETITION SHOULD BE REJECTED WITHOUT  
13 PREJUDICE, FOR EXAMPLE.

14           I DON'T KNOW WHAT YOUR PROCEDURAL LIMITATIONS ARE. I  
15 THINK THAT WE SHOULD COME BACK TO CARNEROS IN A FEW YEARS AND  
16 REALLY LOOK TO FIND WHERE WE CAN DRAW SPECIFIC LINES. AND IF WE  
17 CAN CLEARLY DEMONSTRATE THAT THIS AREA OVERLAPS, I THINK THAT IT  
18 WOULD BE UNTRUTHFUL NOT TO ALLOW IT TO. SO I DON'T THINK THAT WE  
19 HAVE ANY -- I THINK THAT THIS ALTERNATIVE THAT I HAVE PRESENTED  
20 HERE IS THE BEST ALTERNATIVE BECAUSE I AM SURE IT IS A PROBLEM  
21 YOU ARE GOING TO HAVE IN OTHER AREAS. WHEREVER THESE VITICULTURAL  
22 AREAS MEET, I THINK IT IS GOING TO HAPPEN.

23           THE CHAIRMAN: LET ME PLAY DEVIL'S ADVOCATE FOR A  
24 MOMENT AND GO ON WITH ANOTHER THOUGHT. THE SAMPLES THAT MR.  
25 GALLICCHIO BROUGHT DOWN TO ESTABLISH A DIFFERENCE BETWEEN THE  
26 SOUTHERN NAPA VALLEY AND THE NORTHERN NAPA VALLEY DID THAT VERY  
27 DRAMATICALLY. BUT COULD A PURIST LOOK AT THAT AND SAY, "THEN YOU  
28 REALLY HAVE THE WRONG VITICULTURAL AREA IN NAPA VALLEY. IT IS

1 TOO BIG AN AREA. THERE SHOULD BE SOMETHING DIFFERENT THERE"?  
2 COULD A PURIST HIT US WITH THAT?

3 MR. MERRITT: I THINK THAT MR. GALLICCHIO'S DEMONSTRATION  
4 TION CLEARLY SHOWED THAT THERE CAN BE DIFFERENCES. I COULD SHOW  
5 YOU DIFFERENCES WITHIN OUR OWN VINEYARD. ACTUALLY, THERE IS ONE  
6 VINEYARD WHERE THERE ARE TWO SECTIONS THAT HAVE CABERNET  
7 SAUVIGNON PLANTED ON THEM. AND I CAN SHOW YOU DIFFERENCES WITHIN  
8 THAT VINEYARD, NOT QUITE AS DRAMATIC, BUT ALMOST AS DRAMATIC.  
9 I THINK WE COULD PROBABLY DO THE SAME THING WITH PINOT NOIR GRAPES,  
10 WHICH GROW IN OUR VINEYARDS.

11 YOU CAN TAKE TWO VINEYARDS THAT GROW RIGHT NEXT TO EACH  
12 OTHER OR EVEN DIFFERENT PORTIONS OF THE SAME VINEYARD AND COME  
13 UP WITH DIFFERENCES LIKE THAT. AND HERE, AGAIN, WE MAY EVENTUALLY  
14 WANT TO GROW MORE OF ONE GRAPE AND MORE OF ANOTHER GRAPE. WE MAY  
15 END UP SPLITTING THE VINEYARD. WE MAY AT SOME POINT HAVE IT. IF  
16 IT'S A TRUTHFUL STATEMENT, I DON'T HAVE ANY PROBLEM WITH IT. I  
17 DON'T THINK THAT CONSUMERS WOULD.

18 MR. MINTON: I WOULD LIKE TO PICK UP MR. DRAKE'S  
19 QUESTION ON YOUR DRAWING OF THIS SYSTEM. MY EARLY MATH STILL  
20 STICKS WITH ME. IF "B" EQUALS "C," AND "A" EQUALS "C" DOESN'T  
21 "B" EQUAL "A"? AND IN THAT CASE, WOULDN'T IT, PERHAPS BE SIMILAR  
22 AND PERHAPS BE ONE AREA?

23 MR. MERRITT: I DON'T THINK SO. THAT WOULD START A WAR.  
24 ALSO, FURTHER, IF IT IS, AND I THINK KIND OF THE WAY YOU ARE  
25 LEADING TO IS MAYBE THIS SHOULD BE SPLIT OFF AS A SEPARATE AREA.  
26 AND YOU CAN SEE IT ON THIS MAP.

27 IF YOU SPLIT THIS AREA UP HERE, I DON'T KNOW EXACTLY.  
28 IT DOESN'T MAKE ANY DIFFERENCE. THIS IS ABOUT WHERE THAT LINE IS

1 DRAWN. THIS IS THE SAME MAP. IF YOU DRAW A LINE ACROSS HERE AND  
2 YOU SAY THAT NORTH OF HERE IS NAPA VALLEY AND SOUTH OF HERE IS  
3 CARNEROS, YOU ARE GOING TO MAKE AN AWFUL LOT OF PEOPLE IN THE  
4 CITY OF NAPA -- AND I WOULD NOT WANT TO DO IT AND EXPLAIN TO THEM  
5 THEY DO NOT LIVE IN NAPA VALLEY ANY MORE.

6 THE SAME THING ON THE SONOMA SIDE.

7 MR. MINTON: I THINK THEY MISUNDERSTAND WHAT WE ARE  
8 DOING HERE.

9 MR. MERRITT: I THINK ALL THE PARTICIPANTS IN THIS  
10 HEARING WOULD BE LOOKED AT AS A LITTLE BIT FOOLISH IF WE TRIED TO  
11 TELL THE PEOPLE IN THE CITY OF NAPA OR SONOMA --

12 MR. MINTON: WELL, WE ARE NOT TRYING TO RENAME PLACES  
13 ON THE MAP. WE ARE TRYING TO COME UP WITH A VITICULTURAL AREA  
14 WHICH COMES FROM SOME PLACE ON THE MAP FOR A NAME.

15 MR. MERRITT: I AM LOOKING AT THE DIFFERENCE BETWEEN  
16 "A" AND "B" AND EQUALING "C."

17 MR. MINTON: I AM TALKING VITICULTURALLY. I REALIZE  
18 THAT HISTORICAL FACTORS MAY CALL FOR DIFFERENT NAMES. BUT IT  
19 SEEMS TO ME WITH YOUR SYSTEM, THAT IS WHAT YOU ARE SAYING.

20 MR. MERRITT: I DON'T THINK THAT "A" AND "B" ARE EQUAL,  
21 BUT I THINK THERE IS A BIG GRAY AREA BETWEEN "A" AND "B" IN THAT  
22 CARNEROS AREA.

23 MR. MINTON: OKAY. I DO NOT WANT TO BELABOR THE POINT.

24 MR. MERRITT: I WOULD LIKE TO HEAR A RULING BEFORE I  
25 CAME UP TO TALK ABOUT CARNEROS, BASICALLY. I WOULD LIKE TO KNOW  
26 WHAT THE BUREAU'S POSITION IS GOING TO BE ON OVERLAPPING AREAS  
27 BEFORE I WANTED TO, YOU KNOW, TRY TO DRAW THE LINES ABOUT WHERE  
28 ONE OF THESE AREAS WERE. AND I THINK THAT WE REALLY CAN'T GO MUCH

1 FURTHER IN ESTABLISHING VITICULTURAL AREAS UNTIL, YOU KNOW, WE  
2 HAVE SOME SORT OF A RULING.

3 AND I THINK IT HAS TO COME DOWN TO A RULING TO CONSIDER.  
4 IT IS DIFFICULT TO FILE A PETITION IF YOU DO NOT KNOW HOW IT IS  
5 TO BE CONSIDERED.

6 MR. GEORGE: MR. MERRITT, I BELIEVE, GETTING BACK TO  
7 YOUR CHART THAT YOU DREW ON THE BLACKBOARD, THAT IF 85 PER CENT  
8 CAME FROM VITICULTURAL AREA "A," AND 85 PER CENT FROM VITICULTURAL  
9 AREA "C," YOU USE TWO DESIGNATIONS; AM I CORRECT IN THAT?

10 MR. MERRITT: YES. IF IT ALL CAME FROM WITHIN "B" AND  
11 WITHIN "C," IT COULD BE TWO. YES.

12 MR. GEORGE: SO IN OTHER WORDS, 85 PER CENT WOULD HAVE  
13 TO COME WITHIN THE AREA "B" THAT IS CONTAINED WITHIN "C"; IS THAT  
14 IT?

15 MR. MERRITT: RIGHT. TO USE TWO. AND FOR IT TO BE A  
16 TRUTHFUL STATEMENT, HE WOULD HAVE TO COME FROM HERE. THIS IS "B."  
17 AND FROM HERE, WHICH IS "C." EIGHTY-FIVE PER CENT "B" AND "C."

18 MR. GEORGE: IF THE BUREAU CARRIED THAT ONE STEP FURTHER  
19 AND SAID THAT, OKAY, YOU WOULD HAVE TO HAVE 85 PER CENT WITHIN  
20 "B" AND "C" OVERLAPPING AREA AND 100 PER CENT BETWEEN "B" AND "C,"  
21 HOW WOULD YOU FEEL ABOUT THAT?

22 MR. MERRITT: BETTER. I USED THE 85 PER CENT BECAUSE I  
23 THINK THAT IS WHAT THE STANDARD RIGHT NOW IS. BUT THE 100 PER  
24 CENT -- I WOULD NOT HAVE ANY PROBLEM WITH THAT.

25 MR. GEORGE: ONLY 85 PER CENT WITHIN THE OVERLAPPING  
26 "B" AND "C" AREA. THEN THE OTHER 15 PER CENT WOULD HAVE TO COME  
27 FROM A PART OF "B" OR "C" THAT DID NOT OVERLAP THE WHOLE THING.

28 MR. MERRITT: I THINK 85 PER CENT IS CONSIDERED -- YOU

1 KNOW, I THINK THAT IT IS LOOKED ON AS, IF IT IS 85 PER CENT, THAT  
2 IS CONSIDERED TO BE A TRUTHFUL STATEMENT ABOUT WHERE THE WINE  
3 CAME FROM. YOU KNOW. IF IT WAS INCREASED TO A HIGHER PERCENTAGE,  
4 THAT I WOULD AGREE WITH.

5 MR. GEORGE: I WAS TRYING TO APPLY THE RULES THAT WE USE  
6 FOR MULTI-VARIETALS. I BELIEVE -- AND AL CAN CORRECT ME IF I AM  
7 WRONG -- IF YOU DISCLOSE MORE THAN ONE VARIETY WITH THE NEW  
8 REGULATIONS, THEN 100 PER CENT HAS TO BE FROM THOSE VARIETIES. I  
9 WAS EXTENDING THAT TO VITICULTURAL AREAS.

10 MR. MERRITT: I THINK IT COULD BE APPLIED, CONTINUED AS  
11 YOU DESCRIBED.

12 MRS. KIRK: I WOULD LIKE TO EXPLORE YOUR DIAGRAM, A, B,  
13 AND C.

14 WHERE DID YOU DRAW THE "C"? WOULD "C" INCLUDE PART OF  
15 "A" AND "B"?

16 MR. MERRITT: YES.

17 MRS. KIRK: YOU INDICATE THAT TRUTHFUL STATEMENTS WOULD  
18 NOT MISLEAD A CONSUMER. YOU ALSO STATE THAT IT WOULD BE TRUTHFUL  
19 TO SAY THAT, IF THE PRODUCT HAD 85 PER CENT "B" AND 85 PER CENT  
20 "C," IT WOULD BE TRUTHFUL TO LABEL THAT PRODUCT AS BOTH "B" AND  
21 "C." ALBEIT IT MAY BE TRUE, WOULDN'T THAT STILL MISLEAD THE  
22 CONSUMER BECAUSE PART OF "C" WOULD INCLUDE "A"?

23 MR. MERRITT: NO. OH. OKAY.

24 MRS. KIRK: IT MIGHT BE TRUTHFUL, BUT YET IT COULD --

25 MR. MERRITT: LET ME WRITE DOWN WHAT YOU ARE SAYING.

26 MRS. KIRK: OKAY. YOU HAVE A PRODUCT UP THERE THAT SAYS  
27 85 PER CENT "B" NAPA AND 85 PER CENT "C" CARNEROS.

28 MR. MERRITT: THIS ONE.

1 MRS. KIRK: RIGHT. YOU SUGGESTED LABELLING THAT  
2 PRODUCT AS BOTH "B" AND "C". ALBEIT TRUTHFUL, WOULD THAT NOT  
3 MISLEAD THE CONSUMER BECAUSE "C" AS YOU HAVE DRAWN IT HERE  
4 OVERLAPS INTO "A" SONOMA?

5 MR. MERRITT: OKAY. SO YOU ARE SAYING, THEN -- I THINK  
6 YOU ARE RIGHT. IT IS LIKE THE 26 PER CENT NAPA VALLEY CABERNET  
7 SAUVIGNON.

8 MRS. KIRK: WON'T THAT MISLEAD THE CONSUMER?

9 MR. MERRITT: OKAY. BECAUSE THIS COULD BE 85 PER CENT  
10 "B" INCLUDING THAT PORTION FROM "C." LET'S MAKE IT 100 PER CENT.  
11 TO CALL IT BOTH, YOU HAVE TO MAKE IT 100 PER CENT. I AM NOT  
12 SAYING THIS IS THE FINAL WAY TO DO IT, BUT I THINK THIS IS A GOOD  
13 APPROACH TO IT. AND, YOU KNOW, BOTH OF THE COMMENTS OR BOTH  
14 QUESTIONS CONTINUE THIS IDEA, I THINK, TO SOMETHING THAT WOULD  
15 WORK OUT. YOU KNOW. MAYBE TO USE A SUBVITICULTURAL AREA LIKE  
16 THIS "C" WOULD BE YOU SHOULD REQUIRE 100 PER CENT TO BE FROM "C."

17 I THINK THAT THE PROBLEM THAT YOU PRESENT COULD BE  
18 SOLVED. I DON'T THINK WE HAVE TO SIT HERE AND GO THROUGH ALL THE  
19 VARIOUS POSSIBILITIES, BUT I THINK IT COULD BE SOLVED. THAT IS A  
20 GOOD POINT.

21 THE CHAIRMAN: MR. MERRITT, THANK YOU VERY MUCH.

22 WE HAVE GOT A DECISION POINT OF EITHER BREAKING FOR  
23 LUNCH OR GOING TO PROBABLY -- MR. COOLEY, HOW MUCH TIME?

24 A VOICE: JOHN SAID MOST OF IT.

25 THE CHAIRMAN: I WOULD LIKE TO CONTINUE BECAUSE WE  
26 ANTICIPATE PROBABLY ANOTHER HOUR. IS THERE ANY OBJECTION TO THAT?

27 CRAWFORD COOLEY.  
28



CRAWFORD COOLEY,

1  
2 ON BEHALF OF SONOMA VALLEY VINTNERS ASSOCIATION, TESTIFIED AS  
3 FOLLOWS:

4 MY NAME IS CRAWFORD COOLEY, PRESIDENT OF THE SONOMA  
5 VALLEY VINTNERS ASSOCIATION. MY OPENING COMMENTS REPRESENT A  
6 CONSENSUS OF THAT ASSOCIATION.

7 I THINK WE FEEL VERY STRONGLY THAT THE NAPA AND SONOMA  
8 VALLEY APPELLATIONS SHOULD BE DETERMINED, AS ALL AREAS SHOULD BE  
9 DETERMINED, AND I THINK THEY CAN BE DETERMINED. I SEE ONLY ONE  
10 POTENTIAL CONFUSION AT ALL AT THIS MOMENT. AND THAT IS THE SO-  
11 CALLED BUENA VISTA GOING ACROSS THE COUNTY LINE. AND THAT, TO ME,  
12 IS A RELATIVELY INSIGNIFICANT PROBLEM.

13 THIS IS NOT TO SAY THAT I DO NOT THINK A CARNEROS  
14 DISTRICT EXISTS. I CERTAINLY DO. BUT I THINK IT IS, AS WE HAVE  
15 HEARD TODAY, A VERY DIFFICULT THING TO DESCRIBE, LAY DOWN ON A  
16 MAP AT THIS TIME. I THINK WHAT IS EMERGING IS THERE ARE TWO KINDS  
17 OF APPROACHES TO THESE THINGS. ONE IS THAT THE LARGER THE AREA  
18 THE MORE ILL-DEFINED IT IS BY THE SPECIFICS OF YOUR CRITERIA,  
19 WITH ONE POSSIBLE EXCEPTION. AND THAT IS THAT HISTORY AND THE  
20 SOCIAL ASPECTS OF IT, I THINK, TEND TO DETERMINE VERY DISTINCTLY,  
21 AND ONLY THAT ONE, THE HISTORICAL AND SOCIOLOGICAL CONSIDERATIONS.  
22 I THINK ONLY THAT CONSIDERATION PROPERLY TAKES CARE OF A NAPA  
23 VALLEY OR A SONOMA VALLEY.

24 WHAT I AM TRYING TO SAY, I THINK, OTHER THAN THE  
25 DIFFERENCES IN HISTORY, PARTICULARLY, AND SOCIOLOGICAL CURRENT  
26 ACCEPTANCE, IF YOU WILL, I THINK THERE ARE GREATER DIFFERENCES  
27 WITHIN THOSE AREAS AS TO CLIMATE, SOIL, AND SO FORTH THAN THERE  
28 ARE BETWEEN THEM. IN OTHER WORDS, I THINK YOU COULD MAKE A CASE

1 THAT THERE IS EVERY KIND OF SIMILAR SOILS, HEAT REGIONS, CLIMATE  
2 IN THE SONOMA VALLEY AND IN THE NAPA VALLEY. BUT THE THING THAT  
3 REALLY DISTINGUISHES THEM IS THE HISTORICAL AND SOCIAL  
4 ACCEPTANCE, IF YOU WILL, OF THE TWO AREAS.

5 AND I THINK THAT HOLDS FOR ANY LARGE AREA. CERTAINLY  
6 THE FIRST DAY'S HEARING, WHERE WE HEARD VERY VOLUMINOUS TESTIMONY  
7 ON NORTH COAST -- I THINK THAT CERTAINLY EMERGES THERE. AND,  
8 THEREFORE, IF IT EMERGES THERE, IT ALSO HOLDS, I THINK, FOR THE  
9 RELATIVELY LARGE BUT DISTINCT SONOMA VALLEY AND NAPA VALLEY  
10 APPELLATIONS.

11 AS SOMEONE SAID, AS YOU BEGIN TO GET DOWN NOW TO SMALLER  
12 AND SMALLER AREAS, THE OTHER CRITERIA -- THE SOILS, CLIMATE,  
13 TEMPERATURE, WHATEVER THOSE CRITERIA -- I THINK, BECOME VERY MUCH  
14 MORE IMPORTANT IN ANYONE'S CONSIDERATION OF IT.

15 THEORETICALLY, AS THE YEARS GO ON, WE WILL PICK UP  
16 AREAS SUCH AS THE THOUGHT OF A RUTHERFORD AREA, WHEN RUTHERFORD  
17 IS DEFINED. IT SEEMS TO ME IT IS GOING TO HAVE TO BE DEFINED.  
18 EVERYONE KNOWS IT IS IN THE NAPA VALLEY. OBVIOUSLY, IT WILL BE A  
19 PIECE OF THE NAPA VALLEY, AND THE EXTENT THAT HISTORY OF NAPA  
20 VALLEY, AS IT APPLIES TO RUTHERFORD. BUT WHEN YOU GET DOWN TO  
21 THE SMALLER AREAS, I THINK THEY ARE GOING TO HAVE TO BE DEFINED  
22 ON OTHER CRITERIA.

23 SO, HAVING SAID THAT, IT SEEMS TO ME THAT WHAT CAN BE  
24 DECIDED RELATIVELY PROMPTLY BY THE BATF IS SONOMA, NAPA VALLEYS,  
25 WITH RELATIVELY MINOR PROBLEMS WITH THE BUENA VISTA JOG, AND  
26 LEAVE TO FURTHER DISCUSSION AND DECISION MAKING AND FURTHER INPUT  
27 -- OBVIOUSLY, YOU HAVE HAD A MUCH LARGER INPUT TODAY -- THE  
28 DECISION OF A CARNEROS REGION, WHICH, BECAUSE, IN MY VIEW, IT IS

1 A SMALLER REGION, IT MUST BE DEFINED MORE IMPORTANTLY ON THE OTHER  
2 CRITERIA -- SOIL, CLIMATE, AND SO ON.

3 IN OTHER WORDS, I DID NOT HEAR ANYTHING TODAY THAT WAS  
4 OVERWHELMING IN THE HISTORY OR THE CURRENT ACCEPTANCE OF THE  
5 CARNEROS REGION AS ONE WOULD GET FROM EITHER THE DISCUSSION OF  
6 THE SONOMA VALLEY OR THE NAPA VALLEY.

7 I COULD SUBMIT, JUST BY WAY OF SOME DISCUSSION -- I  
8 THINK JIM CARTER MENTIONED THIS. I HAVE ONLY ONE COPY, SO I WILL  
9 NOT GIVE IT TO YOU. WE WILL SUBMIT IT LATER. VOLUME 4 OF THE  
10 CONNOISSEUR'S GUIDE TO CALIFORNIA WINE. THE CLOSING DATE WAS  
11 MARCH 25, 1979. THERE IS A BIG ARTICLE ON THE SONOMA VALLEY,  
12 IN WHICH VITICULTURAL SUBREGIONS ARE NAMED. AND ITEM 1 IS  
13 CARNEROS, SLASH, HUICHICA, AND IT IS THIS AREA, THE SAME AREA WE  
14 HAVE BEEN DISCUSSING ALL MORNING, REALLY. AND THEN IT GOES ON  
15 THROUGH EIGHT OTHER REGIONS FOR THE VALLEY.

16 I THINK THIS IS THE PROBLEM WE ARE FACED WITH. I WILL  
17 DEMONSTRATE IT THIS WAY. I THINK, IF YOU LOOK AT THE 1877 ATLAS  
18 OF SONOMA COUNTY, WHICH I DID THE OTHER DAY, THAT COUNTY LINE WAS  
19 WAY TO THE EAST FROM WHAT IT IS TODAY. SO IT IS GOING TO BE VERY  
20 DIFFICULT TO PICK OUT ANYTHING OUT OF HISTORY, IN MY MIND, TO  
21 EASILY SUBSTANTIATE THE CARNEROS REGION. I THINK YOU ARE GOING  
22 TO HAVE TO GO ON OTHER, MUCH MORE SPECIFIC CRITERIA.

23 ONE LAST COMMENT. AGAIN, WHAT IS EMERGING TO ME, IS  
24 THAT ALL OF THESE DISTRICTS ARE BEING MADE MORE DIFFICULT BY A  
25 LACK OF DECISIONS AS TO WHETHER OVERLAPPING IS TO BE ALLOWED OR  
26 NOT ALLOWED. AND IT SEEMS TO ME THAT THAT IS SOMETHING THAT YOUR  
27 GROUP IS GOING TO HAVE TO ADDRESS VERY PROMPTLY.

28 THERE ARE VERY FEW AREAS IN ALL OF THE STATE OF

1 CALIFORNIA, FOR INSTANCE, WHERE THIS IS NOT GOING TO BE A PROBLEM.  
2 THERE ARE SOME DISTINCT AREAS, BUT ONLY RELATIVELY FEW ACRES OF  
3 GRAPES ARE GROWN IN A VERY WELL-DEFINED AREA BECAUSE THAT IS NOT  
4 THE GENERAL CASE. IT IS THE EXCEPTION, IN MY JUDGMENT.

5 ANY QUESTIONS?

6 MR. GEORGE: WHAT IS YOUR POSITION ON OVERLAPPING?

7 MR. COOLEY: I THINK AMBIVALENT AT THE MOMENT. I THINK  
8 YOU CAN LOGICALLY MAKE AN ARGUMENT THAT IT CANNOT EXIST. IT  
9 DOESN'T MAKE ANY SENSE. YOU ARE EITHER IN OR OUT. YOU CANNOT BE  
10 BOTH WAYS.

11 TAKING A MORE PRACTICAL VIEW OF IT, I JUST CANNOT  
12 IMAGINE CERTAIN AREAS BEING CHOPPED OUT OF NAPA COUNTY, FOR  
13 INSTANCE, OR OUT OF SONOMA COUNTY AND SAYING THAT THESE ARE ALL  
14 OF A SUDDEN A NEW DISTRICT. I THINK THAT IS GOING TO -- FROM A  
15 PRACTICAL, POLITICAL POINT OF VIEW, I THINK IT IS GOING TO BE AN  
16 EXTREMELY DIFFICULT MATTER TO PURSUE.

17 THE CHAIRMAN: MR. COOLEY, THANK YOU.

18 DALE RICCI.

19  
20 DALE RICCI,

21 TESTIFIED AS FOLLOWS:

22 MY NAME IS DALE RICCI. I AM REPRESENTING MY MOTHER AND  
23 UNCLE MASANDRA, WHO IS A RICCI AS WELL, AND 480 ACRES IN SOUTH  
24 SONOMA. I LIVE AT 23200 RAMAL ROAD.

25 MY UNCLE, BASICALLY, HAS BEEN LIVING ON THE RICCI  
26 FAMILY'S PROPERTY FOR 67 YEARS. HE IS A RETIRED DAIRYMAN, AND  
27 WE WILL CURRENTLY BE PHASING SLOWLY INTO A VINEYARD OPERATION.

28 UNTIL RECENTLY, I WAS NOT REALLY CONCERNED ABOUT WHAT

1 APPELLATION WAS. I THOUGHT IT WAS SOMETHING SERVED ON A PLATE,  
2 UNTIL I HAPPENED TO SEE A COPY OF THE FREEDOM OF INFORMATION ACT;  
3 AND, ACCORDING TO HEUBLEIN, I NO LONGER LIVED IN LOS CARNEROS,  
4 BUT ONLY LIVED IN SONOMA VALLEY.

5 ACCORDING TO MY UNCLE AND DEALING WITH HIS FARMING  
6 AND CULTURAL PRACTICES OVER THE PERIOD OF YEARS, HE HAS ALWAYS  
7 CONSIDERED HIMSELF TO BE IN LOS CARNEROS, DEALING, AGAIN, WITH  
8 CLIMATE, SOIL CONDITIONS, FOG INTRUSION, LONGER GROWING SEASON,  
9 AND SO FORTH.

10 IN THE LAST COUPLE OF YEARS, I HAVE DONE RESEARCH INTO  
11 WHAT VARIETY OF GRAPE TO PLANT AND ON SOILS AND WATERS. AND  
12 EVERY TIME I HAVE TALKED TO GRAPE CONSULTANTS, WINERIES,  
13 AGRICULTURAL ADVISERS, THE FIRST COMMENT IS ALWAYS, YES, LOS  
14 CARNEROS. SO I THINK IT IS WELL ESTABLISHED AND WELL KNOWN THAT,  
15 IN SOUTH SONOMA, I DO HAVE THE SAME CHARACTERISTICS AS WHEN YOU  
16 MOVE INTO SOUTH NAPA AREA. THE PROPERTY IS LOCATED -- ROUGHLY,  
17 AGAIN, 400 ACRES, --RIGHT HERE ALONG 121 AS WE COME WEST INTO  
18 SONOMA AND DOWN RAMAL ROAD, EAST AND WEST. AND PART OF IT IS  
19 PARALLEL TO THE RAILROAD TRACKS. AS I UNDERSTAND, THE ORIGINAL  
20 RINCON DE LOS CARNEROS GRANT IS LOCATED IN THESE BOUNDARIES HERE.

21 AS I COMPARE THE SOIL TYPES IN THIS AREA WITH SOIL TYPES  
22 IN MY AREA, THEY ARE IDENTICAL TO THE HAIRE SERIES SOIL. IF I  
23 COMPARE IT TO ELEVATION, IT GOES FROM THE SLOUGH, THE MARSH, TO  
24 8,100 FEET. IT IS IDENTICAL IN OUR LAND, ALSO. ZERO TO 8,200  
25 FEET IN ELEVATION.

26 CHARACTERISTICALLY, THE PROBLEMS THAT THEY DEAL WITH IN  
27 GROUND WATER IN LOS CARNEROS IS IDENTICAL TO THESE PROBLEMS THAT  
28 WE HAVE DEALT WITH, MEANING LOW VOLUME, SALINE QUALITIES, AND ALSO

1 BORON POSSIBILITIES. SO, AGAIN, WE ARE SYNONYMOUS -- SOUTH SONOMA  
2 AND NAPA.

3 IF I WOULD HAVE WALKED IN DURING MR. GALLICCHIO'S  
4 TESTIMONY, I WOULD HAVE ASSUMED THAT HE WAS TALKING ABOUT MY  
5 PROPERTY, SOUTH SONOMA. IT IS IDENTICAL FLIP FLOP WITH REFERENCE  
6 TO CLIMATE, SOIL, WATER. AGAIN, I DO NOT WANT TO GO OVER THESE  
7 POINTS.

8 I DO THANK MR. BEAULIEU FOR PUTTING MY PROPERTY ON HIS  
9 LABEL AS BEING IN LOS CARNEROS. I FEEL THAT AT THIS POINT A  
10 POLITICAL BOUNDARY IS UNFAIR TO THE LANDHOLDERS OF THE AREA AND  
11 GRAPE GROWERS. I THINK THE GUIDELINES WOULD HAVE TO BE  
12 GEOGRAPHICAL, RELATING, AGAIN, TO SOIL, CLIMATE, AND VITICULTURAL  
13 CHARACTERISTICS THAT WE HAVE BEEN TALKING ABOUT THIS MORNING,  
14 AND NOT THE GEOPOLITICAL AS STOPPING AT THE BOUNDARIES. I MEAN,  
15 WHEN I TOLD MY UNCLE AND SHOWED HIM THE APPLICATION, HE ACTUALLY  
16 WAS SPEECHLESS -- ACTUALLY WAS NOT SPEECHLESS, BUT I WON'T REPEAT  
17 WHAT HE SAID.

18 THOSE ARE MY FEELINGS, AND I WOULD LIKE TO ENTERTAIN  
19 SOME QUESTIONS.

20 MR. GEORGE: HOW WOULD YOU PROPOSE WE DRAW THE LINE IF  
21 WE HAD TO IN SONOMA VALLEY?

22 THE CHAIRMAN: IN OTHER WORDS, WHERE IS LOS CARNEROS,  
23 IN YOUR OPINION?

24 MR. RICCI: I HAVE TALKED TO A COUPLE OF GENTLEMEN IN  
25 THE PLANNING DEPARTMENT YESTERDAY, AND THEY FELT THAT LOS CARNEROS  
26 -- THIS IS NAPA COUNTY PLANNING. THEY FELT LOS CARNEROS DID  
27 CONTINUE INTO SONOMA ACROSS THE SONOMA COUNTY LINE AND TO 121 AND  
28 FURTHER UP. AT THAT POINT, THEY WERE NOT SURE. THEY DID REFER TO

1 LOS CARNEROS AS, IN THEIR ESTIMATION, COMING ALONG THE GRANT  
2 BOUNDARY ALONG 21, EAST INTO NAPA, AND TO DEALY LANE, NORTH TO  
3 HENRY ROAD, EAST -- I'M SORRY. YES. EAST, BELOW CONGRESS VALLEY  
4 UP IN HERE, WHICH THEY FELT THAT THIS AREA WAS NOT INCLUDED IN  
5 THEIR TERMS AS BEING CARNEROS. BUT DEFINITELY BELOW CONGRESS  
6 VALLEY, AND THEN ACROSS TO NAPA RIVER. THIS IS THEIR FEELING.

7 I FEEL THAT IT IS PRETTY DIFFICULT FOR ME TO, IN STUDY-  
8 ING THIS AREA TO DETERMINE FURTHER CULTURAL PRACTICES AND VARIETIES  
9 TO PLANT, TO, AGAIN, ASSUME THIS IS LOS CARNEROS AND ALL OF A  
10 SUDDEN LOOK AT 4/5 TOWNSHIP ON A HIGH ELEVATION OF 1,300 FEET,  
11 ROUGHLY, AS BEING CONSIDERED THE SAME CHARACTERISTICS AS DOWN IN  
12 THIS HORSESHOE AREA, NAPA AND SONOMA. I DON'T KNOW WHERE THE  
13 BOUNDARY SHOULD BE, OBVIOUSLY, BUT I KNOW WHERE I SHOULD BE AND  
14 WHERE I HAVE LIVED.

15 AND THE FARMING AND CULTURAL PRACTICE THAT MY UNCLE  
16 HAS APPLIED HAS BEEN APPLIED TO THE REGIONS SOUTH OF NAPA AND  
17 SOUTH OF SONOMA.

18 THE CHAIRMAN: ARE THE TEMPERATURES VERY COMMON THROUGH  
19 THERE, AS WELL?

20 MR. RICCI: YES. THERE IS A BREAK AT THE ARROWHEAD  
21 MOUNTAIN HERE. YOU HAVE THE SAME FOG INTRUSION AND INFLUENCE OF  
22 THE BAY IN SOUTHERN SONOMA AS YOU DO IN NAPA COMING UP. AND I  
23 THINK AS YOU MOVE AND HAVE THE SEPARATE MOUNTAIN RANGE, YOU WILL  
24 FIND A DIFFERENCE, INCREASE, OBVIOUSLY, IN -- WELL, LESS FOG  
25 INTRUSION AND THE TEMPERATURE RANGE. I KNOW THAT I DO HAVE 10  
26 ACRES OF KIWI FRUIT PLANTED. AND WHEN I FROST PROTECT, IT IS  
27 RECORDED. I TALK TO GROWERS FURTHER INTO SONOMA AND GROWERS  
28 FURTHER INTO NAPA OUT VALLEY NAPA AND OUT VALLEY SONOMA, AND THEY

1 HAVE HAD TO FROST PROTECT WHERE I HAVE NOT. SO THE EXTREMES  
2 DURING THE GROWING SEASON ARE LESS COLD THAN AS YOU MOVE UP INTO  
3 SONOMA AND UP INTO NAPA. AND IT IS OBVIOUS, IF YOU TAKE A RIDE  
4 ON A SUMMER AFTERNOON AND YOU DRIVE FROM SONOMA, 121, YOU COME  
5 ACROSS, AND THERE IS A DIFFERENCE, NET TEMPERATURE CHANGE. THIS  
6 COULD RANGE FROM EIGHT TO FIVE DEGREES. AS YOU COME THROUGH  
7 HERE, THE SAME PRINCIPLE APPLIES. IT STARTS TO WARM UP AS YOU  
8 MOVE UP INTO NAPA. IT IS CALLED THE SHIRTSLEEVE TEST.

9 THE CHAIRMAN: RENE LACASIA.

10 MR. RICCI: EXCUSE ME. I HAVE ONE MORE THING. I AM  
11 NOT TOO FAMILIAR WITH THE PROCEEDINGS. I WOULD LIKE TO READ AN  
12 ARTICLE THAT WAS WRITTEN DECEMBER 31 IN THE TRIBUNE BY MR. MEAD,  
13 A WINE CRITIC. AND HE SAYS: "BATF DEFINES LOS CARNEROS AS BEING  
14 LOCATED IN NAPA COUNTY. NOT VERY SPECIFIC. I THINK YOU WILL  
15 AGREE TO SOME CONSIDERABLE SHOCK IN SONOMA GROWERS AS WELL AS  
16 CONSUMERS, WHO ALSO THOUGHT THE REGION RAN THROUGH BOTH COUNTIES."  
17 END OF QUOTE.

18 I WON'T READ THE COMPLETE ARTICLE. THANK YOU.

19  
20 RENE LACASIA,

21 ON BEHALF OF BUENA VISTA WINERY AND VINEYARDS, TESTIFIED AS  
22 FOLLOWS:

23 SO HAPPY TO BE THE LAST ONE WITHOUT MANY THINGS TO BE  
24 LEFT.

25 THE CHAIRMAN: UNFORTUNATELY, YOU ARE NOT.

26 MR. LACASIA: MY NAME IS RENE G. LACASIA. I AM  
27 DIRECTOR AND VICE-PRESIDENT OF OPERATIONS FOR BUENA VISTA WINERY  
28 AND VINEYARDS IN SONOMA. I HAVE BEEN, FOR SIXTEEN YEARS ALMOST,



1 INVOLVED WITH BUENA VISTA GROWTH AND EXPANSION. I DO NOT HAVE  
2 MANY THINGS TO ADD TODAY.

3 ALL THE RELEVANT ASPECTS IN THE POLITICAL RELATIONSHIP  
4 BETWEEN TWO DISTINCTIVE COUNTIES' CALIFORNIA PRODUCERS OF THE  
5 TOP QUALITY WINES IN THE STATE HAVE BEEN MENTIONED ALREADY. BUT,  
6 AS AN AGRICULTURAL ENGINEER, I HAVE TO SAY THIS MORNING I AM VERY  
7 GLAD TO SEE CONSENSUS ABOUT SOILS, CLIMATE, MICROCLIMATES,  
8 HISTORIC BACKGROUNDS, ET CETERA. I AM VERY GLAD, ALSO, TO SEE  
9 THAT 10 YEARS AGO AND TODAY WE FEEL THE SAME ABOUT CARNEROS AS A  
10 POTENTIAL DISTINGUISHED VINEYARD LAND. TEN YEARS AGO BUENA VISTA  
11 PURCHASED 700 ACRES IN THAT PARTICULAR AREA FOR THE REALITY IT IS  
12 TODAY. AND WE SHOULD PAY TRIBUTE TO THE EFFORTS OF VERY UNIQUE  
13 GROWERS IN WHAT SHOULD BE CALLED CARNEROS SOME OF THESE DAYS. AND  
14 I WONDER SOMETIMES IF SOME OF THE PIONEERS IN THIS AREA ARE GOING  
15 TO BE INCLUDED IN APPELLATION OR SUBAPPELLATION OR SUBDISTRICT,  
16 WHICH IT EVENTUALLY MIGHT BECOME, AND IF THEY ARE GOING TO BE  
17 INCLUDED IN THIS DENOMINATION, TO USE THAT WORD.

18 AGRONOMICALLY AND VITICULTURALLY SPEAKING, THE COUNTY  
19 LINE, WHEREVER IT IS LOCATED -- WE DO NOT KNOW EXACTLY -- HAS NO  
20 BEARING TO AFFECT THE FEATURES OF THE LAND AND CLIMATE AND  
21 VARIETAL BEHAVIOR AND THE PARAMETERS THAT DEFINE THE QUALITY OF  
22 THE WINES PRODUCED IN THE AREA.

23 THE NAPA VALLEY PORTION IS VALUED FOR CARNEROS. AND  
24 THE GENERAL VALLEJO AND OTHERS IN THE AREA ARE NO DIFFERENT THAN  
25 THOSE PERSONALITIES REFERRED TO IN THE NAPA VITICULTURAL HEARING.  
26 WE HAVE SOMETHING IN COMMON -- CARNEROS.

27 IF THE COUNTY LINE PREVAILS AS A GEOPOLITICAL BOUNDARY,  
28 BUENA VISTA COULD HAVE 40 PER CENT OF OUR HOLDINGS IN NAPA COUNTY

1 AND 60 PER CENT IN SONOMA COUNTY -- OR RATHER, I SHOULD SAY,  
2 VITICULTURAL AREA IN BOTH CASES INSTEAD OF COUNTY -- AND PAYING  
3 ACCORDINGLY TAXES IN BOTH COUNTIES BUT NO ADDED RELEVANT  
4 INFORMATION TO THE SOPHISTICATED CONSUMER, WHO PAYS OUR BILLS  
5 ULTIMATELY.

6 WE SUGGEST TO POSTPONE ANY DEFINITION FOR CARNEROS AT  
7 THIS MOMENT UNTIL WE DEFINE NAPA AND SONOMA VITICULTURAL AREAS,  
8 AND THE CARNEROS APPELLATION CAN BE UTILIZED AS A GEOGRAPHICAL  
9 AREA OR DISTRICT, WHICH WILL ENHANCE THE IMPORTANCE OF THIS  
10 CRITICAL LAND OF NOBODY. WE ARE LIKE IN THAT MASTERPIECE OF  
11 LITERATURE BY PIRANDELLO. WE ARE SIX ACTORS IN SEARCH OF AN  
12 AUTHOR IN THE SENSE OF WHO IS GOING TO BE WHO AND WHO IS GOING TO  
13 PUT THE BOUNDARIES WHERE.

14 AS A MATTER OF ACADEMIC INFORMATION, AND I MIGHT BE --  
15 I WOULD BE GLAD TO PUT THIS AT YOUR DISPOSITION, GENTLEMEN. IT IS  
16 IN FRENCH. I MIGHT BE ABLE TO TRANSLATE IT FOR YOU AND MAKE A  
17 COPY FOR YOU. IT IS NOTHING MORE THAN SOMETHING I BOUGHT IN PARIS  
18 IN 1962 BEFORE COMING TO AMERICA, IN WHICH THIS IS THE COMPENDIUM  
19 OF NOTHING LESS THAN THE FRENCH L'OEUVRE DE L'INSTITUT NATIONAL  
20 DES APPELLATION D'ORIGINE DES VINS FROM THE DAYS WHEN THE ROMANS  
21 WERE COMING UP TO BURGUNDY AND BEFORE -- CENTURIES BEFORE  
22 CLOS DE VOUGEOT AND CLOS DE CHAMBERTIN BECAME SO RELEVANT.

23 IN ORDER TO SELL A BOTTLE FOR \$85.00 A PIECE, THEY WENT  
24 THROUGH THE SAME PAINS OF DELIVERY IN WHICH WE ARE NOW LABORING.  
25 WE HAVE TO START AT SOME POINT. I FEEL THAT, PROFESSIONALLY  
26 SPEAKING, WE ARE IN A VERY HIGH LEVEL OF DISCUSSION, EXCHANGE OF  
27 OPINIONS; BUT, AGAIN, THE IMPORTANCE OF WHAT WE DO, THE IMPORT-  
28 ANCE OF THE SUGGESTIONS AND THE FINAL DECISIONS THAT WILL BE PUT

1 TOGETHER BY THE AUTHORITIES -- I THINK THAT ALL THE INPUT THAT WE  
2 CAN GIVE IS EXTREMELY RELEVANT. SO WE HAVE TO BE, NO. 1, UNSELF-  
3 ISH. WE HAVE TO BE ABSOLUTELY TECHNICAL, AND WE HAVE TO BE  
4 ABSOLUTELY REALISTIC.

5 IF MY LITTLE LABEL, WITH WHICH I AM SO MUCH INVOLVED,  
6 OF COURSE, IS GOING TO HAVE AN EXTRA PREMIUM IN THE FUTURE FOR  
7 THE SOPHISTICATED CONSUMER -- BECAUSE THERE IS NO DOUBT THAT  
8 CARNEROS IS GOING TO BE SOMETHING SPECIAL. THE FEATURES WE WENT  
9 THROUGH THAT I AM NOT GOING TO EVEN TOUCH ON NOW -- THEY ARE  
10 UNIQUE. BUT HOW IS IT ESTABLISHED, WHERE IS IT ESTABLISHED, WHO  
11 IS GOING TO PUT THE BOUNDARIES TOGETHER IS EXTREMELY RELEVANT,  
12 IN MY OPINION. BECAUSE 10 YEARS FROM NOW, WE WILL HAVE IN  
13 CALIFORNIA AND IN THE UNITED STATES THE VITICULTURAL INSPECTOR  
14 WHO WILL COME TO YOUR VINEYARD ONCE MORE, AND WE WILL HAVE TO DO  
15 IT IN ORDER TO REGULATE YOUR PRUNING AND IN ORDER TO HAVE YOUR  
16 VARIETAL BE TRUE TO THE VARIETAL YOU SAY YOU PLANTED.

17 AND THIS IS A VERY IMPORTANT EXERCISE IN INTELLECT TO  
18 DEFINE THE PARAMETERS OF THAT EXTRA QUALITY THAT WE ARE ALL  
19 LOOKING FOR HERE. BECAUSE THE FACT THAT YOU HAVE A VITICULTURAL  
20 AREA, IN MY OPINION, SHOULD NOT ALLOW ANY GROWER THE POSSIBILITY  
21 OF GIVING YOU SEVEN TONS OF CHARDONNAY PER ACRE OR SEVEN TONS  
22 CABERNET SAUVIGNON PER ACRE, BECAUSE THAT MUST BE THE FIRST  
23 DEFAULT IN THE PURPOSE OF WORK, WHICH I KNOW IS VERY EXHAUSTIVE  
24 AND FATIGUING.

25 THE REASON WHY I MENTION THESE THINGS IS BECAUSE I HAVE  
26 A CHANCE, FOR REASONS THAT I SOMETIMES DOUBT, TO BE IN SOME WAY  
27 INVOLVED INTERNATIONALLY IN THESE AFFAIRS. SO IT IS EXTREMELY  
28 INTERESTING TO SEE HOW THESE THINGS CAN BEAR ON THESE TYPES OF

1 HISTORY.

2 WE READ A LOT OF HISTORY. WE THINK WE LEARN; BUT, IF  
3 WE ARE NOT CAREFUL, WE WILL MAKE THE SAME MISTAKES THAT THEY MADE  
4 IN THE PAST.

5 THE CHAIRMAN: I WOULD APPRECIATE A TRANSLATION OF THE  
6 DOCUMENT, IF YOU WOULD, PLEASE.

7 MR. LACASIA: I WILL CHARGE YOU FOR THAT. I WILL BE  
8 HAPPY TO.

9 THE CHAIRMAN: IF YOU CAN PART WITH IT, WE HAVE PEOPLE  
10 THAT CAN TRANSLATE IT.

11 MR. LACASIA: AS LONG AS YOU DO NOT --

12 THE CHAIRMAN: WHY DON'T YOU KEEP IT.

13 MR. LACASIA: NO. I WILL BE HAPPY TO GIVE IT TO YOU.

14 THE CHAIRMAN: WHY DON'T YOU GIVE US A PHOTOCOPY OF IT.

15 MR. LACASIA: THIS AFTERNOON, I WILL BE HAPPY TO.

16 THE CHAIRMAN: THANK YOU VERY MUCH.

17 MR. GEORGE: YOU TESTIFIED THAT, I BELIEVE, IT SEEMED  
18 WE WERE FOLLOWING THE SAME HISTORIC PROCESS AS THE FRENCH  
19 GOVERNMENT DID MANY, MANY YEARS AGO. AND HOW DID THEY ADDRESS  
20 THE ISSUE OF OVERLAPPING AREAS OR BOUNDARIES? NO DOUBT THEY WENT  
21 THROUGH PROBLEMS LIKE THIS. HOW WERE THEY RESOLVED? IN YOUR MIND,  
22 WAS THE RESOLUTION SUCCESSFUL?

23 MR. LACASIA: AS FAR AS I KNOW, I DON'T THINK THE OVER-  
24 LAPPING SHOULD EXIST IN FRANCE. I THINK THAT ORIGINS ARE SO WELL-  
25 DEFINED NOWADAYS -- AND HAVE BEEN VERY PAINFUL. THE EVOLUTION  
26 HAS BEEN VERY PAINFUL, OF COURSE. BECAUSE THERE IS THE CHAMPAGNE  
27 AND THE CHABLIS. ACROSS THE STREET HE CANNOT MAKE CHAMPAGNE. HE  
28 CAN MAKE THE CHAMPAGNE, BUT HE CANNOT LABEL IT AS SUCH.

1           IT TAKES GOOD JUDGMENT, GOOD ECONOMICAL BACKGROUND, THE  
2 MOST BASIC KNOWLEDGE IN VITICULTURE TO ESTABLISH THE RULINGS WITH  
3 WHICH WE ARE GOING TO PLAY THIS GAME. THIS IS THE POINT I WOULD  
4 LIKE TO MAKE A LITTLE STRESS ON BECAUSE I THINK IT IS SO CRITICAL,  
5 NOT ONLY FOR US, BUT WILL BE FOR OUR CHILDREN WHEN AMERICA IS  
6 GOING TO HAVE THE MORE SELECTIVE VITICULTURAL AREA. AND  
7 EVENTUALLY -- THINK FOR A SECOND. THE FIRST GROWTH AND THE FIFTH  
8 GROWTH IN FRANCE AND THAT OVERALL IN THE BEAUJOLAIS OR THE CLOS  
9 DE VOUGEOT OR CLOS DE CHAMBERTIN -- IT TOOK A COUPLE OF CENTURIES.

10           I GUESS, IF WE GO THROUGH THE LITERATURE, WE WILL FIND  
11 NUMBERS OF EXAMPLES OF THAT. WHY REPEAT THE SAME STRESS ON WHICH  
12 WE ARE HERE BUT AS A GREAT EXERCISE, AS I SAY, IN INTELLECT TO  
13 DEFINE. WE ARE ALL TRYING TO WORK TOGETHER, BUT I THINK WE SHOULD  
14 BE REALISTIC IN THE OBJECTIVES OF THIS, THE ULTIMATE GOAL OF  
15 WHICH IS TO BE TRUE TO THE TRUTH OF DOING SOMETHING OR PRODUCING  
16 A VERY SPECIAL PRODUCT, IN THIS CASE THE WINE, SO THE CONSUMER OUT  
17 THERE IS GOING TO BE PROTECTED, IS GOING TO BE ABLE TO MAKE HIS  
18 PERSONAL SELECTION WITH SOME INFORMATION THAT WILL HELP HIM TO  
19 HAVE SOME CONCLUSIONS.

20           THE WINE ASSOCIATION BEHAVIOR IS FASCINATING IN THIS  
21 COUNTRY. NEWS COVERAGE AND BOOKS ARE WRITTEN AND WINE PUBLICATIONS  
22 WE HAVE EVERY YEAR, AND THEY ARE ALL HELPING TO THE PURPOSE OF  
23 THIS PROTECTING ALL OF US, BECAUSE WE ARE ALSO CONSUMERS.

24           SO BACK TO YOUR QUESTION, SIR. WHEN THEY WENT THROUGH  
25 THIS PROCESS, ALSO, IN EUROPE -- BECAUSE THEY HAVE IT IN ITALY.  
26 THERE IS A VERY PARTICULAR WINE SOLD IN THE EAST COAST NOWADAYS  
27 THAT HAS FOUR LETTERS ON THE LABEL, AND IT IS A VERY SPECIAL OFFICE  
28 FROM THE ITALIAN GOVERNMENT THAT MAKES SURE THAT WHAT IS IN THERE

1 IS THE TRUTH. IT COMES FROM A PARTICULAR AREA. SAME VITICUL-  
2 TURIST PRACTICES HAVE BEEN FOLLOWED. AND ALL THE TECHNICAL  
3 ENDEAVORS, ALL THE TECHNICAL PERFORMANCE HAVE BROUGHT UP THIS  
4 PRODUCT TO THE CONSUMER AS THE MOST HONEST AND TRUE TO THE LABEL  
5 AND THE VARIETY, IF THAT IS THE CASE.

6 I CAN SEE WHY THEY DO NOT HAVE, THOUGH, THE OVERLAPPING  
7 SITUATION AFTER 300 YEARS PROBABLY THEY WENT THROUGH IN THE VERY  
8 BEGINNING. I DON'T THINK IT WAS VERY EASY IN THE MEDOC OR THE  
9 POMEROL TO SAY WHERE IN THE WORLD THIS POMEROL STARTED AND WHETHER  
10 THE MEDOC IS SOMETHING WITHIN THE BORDEAUX; OR THE BEAUJOLAIS ON  
11 THE RHONE RIVER IS DIFFERENT FROM THE UPPER PART OF BURGUNDY AND  
12 ALSO DIFFERENT FROM CHABLIS ON YOUR WAY TO PARIS.

13 ALL THE SAME, I THINK WE SHOULD BE VERY CAREFUL. WE  
14 ARE NOT HERE TO DELIVER A FAST PRODUCT. WE ARE HERE TO MAKE  
15 HISTORY.

16 DID I ANSWER YOUR QUESTION, SIR?

17 MR. GEORGE: THANK YOU.

18 MR. DEVINEY: AS FAR AS THE CONSUMERS OF THE WINE THAT  
19 COMES FROM YOUR VINEYARDS, WHAT DO YOU THINK OR WHAT WOULD YOU  
20 LIKE TO TELL THEM ON THE LABEL? THAT YOU ARE FROM LOS CARNEROS?  
21 FROM NAPA? FROM SONOMA?

22 MR. LACASIA: I WOULD BE HAPPY AND VERY PROUD TO TELL  
23 THEM THAT THE WINE COMES FROM THE SONOMA VALLEY AND FROM A VERY  
24 PARTICULAR LOCATION, CARNEROS. I WOULD NOT HAVE ANYTHING ELSE ON  
25 THE LABEL. AND THE SAME WAY OF THINKING, I THINK, WE SHOULD GIVE  
26 TO THE GENTLEMEN OF THE NAPA VITICULTURAL AREA, THE SAME PRIVILEGE  
27 OF SAYING, "WE ARE FROM NAPA VALLEY, BUT WE HAVE SOMETHING SPECIAL  
28 TO OFFER YOU, CARNEROS."

1           AND I AM VERY MUCH AWARE OF THE BEAUTIES OF THE PINOT  
2 NOIR. I HAVE BEEN WORKING WITH PINOT NOIR AND CHARDONNAY GRAPES  
3 IN CARNEROS. YOU SEE, I CALL IT THE CARNEROS. BUT THOSE ARE  
4 ACRES.

5           EVERYTIME I SEE THAT CABERNET SAUVIGNON IN WHICH I HAVE  
6 TO VISUALIZE THE COUNTY LINE, IN ORDER TO MAKE SENSE TO ME, I  
7 SHOULD GO BACK TO THE UNIVERSITY BECAUSE THERE IS NO WAY FOR ME  
8 TO UNDERSTAND THAT I HAVE TO GET SOME DIFFERENT COLOR PAINTS TO  
9 PAINT MY GRAPE STAKES AND TO STOP MY OWN DOLLARS BACK TO THE  
10 WINERY. IN ORDER TO BE HONEST, I SHOULD DO THIS? I KNOW HOW TO  
11 DO IT, OF COURSE. AFTER ALL THIS WORK, I WILL JUST PUT 60 PER  
12 CENT IN SONOMA AND 40 PER CENT IN NAPA. BUT THAT IS NOT HONEST.  
13 WE FOLLOW THE LETTER OF THE LAW.

14           MR. DEVINEY: IF THIS PART OF THE COUNTRY WERE IN  
15 FRANCE, HOW WOULD THEY RESOLVE THIS QUESTION?

16           MR. LACASIA: THEY WOULD TAKE A LONG TIME TO DEFINE  
17 WHAT WE ARE TALKING HERE. THE MARSHES OF THE SOUTHLAND. I THINK  
18 THE RAILROAD TRACKS GAVE JOHN WRIGHT, MY DEAR FRIEND, SOME TOOL  
19 TO THINK ABOUT THIS PROJECT. AND WES HAIRE OF THE HAIRE FAMILY,  
20 THE FORMER OWNERS OF THE BUENA VISTA, HE SAID TO ME MANY YEARS  
21 AGO, "RENE, BE CAREFUL. THESE SOILS ARE ROUGH. THE WEATHER IS  
22 GREAT. YOU WILL HAVE AN AIR CONDITIONING SYSTEM FOR FREE, AND  
23 YOU WILL TURN IT ON AT 3:00 IN THE AFTERNOON." AND THAT IS QUITE  
24 TRUE.

25           WHEN HEALDSBURG AND PROBABLY IN THE UPPER SECTIONS OF  
26 SONOMA VALLEY NOT FAR NORTH FROM HERE ARE SUFFERING FROM 104, I  
27 HAVE MY FREE OF CHARGE AUTOMATIC AIR CONDITIONING COMING FROM THE  
28 SAN PABLO BAY BROUGHT INTO THE VINEYARDS BY THE WIND.

1           THEY MIGHT APPLY THE SAME PHILOSOPHY, I THINK, THAT IS  
2 IN OUR MIND HERE. I AM SO GLAD THAT ANOTHER MENTIONED IT THIS  
3 MORNING. IF NOT, WE MIGHT RUN FOR DAYS AND DAYS, AND I THINK WE  
4 ARE RUNNING IN CIRCLES NOW. THE LARGEST AREA THAT YOU CONSIDER --  
5 YOU HAVE TWO KINDS OF PROBLEMS; HOW TO IDENTIFY THE PARAMETERS  
6 IN ORDER TO MAKE IT CONSISTENT; BUT, ON THE OTHER HAND, YOU START  
7 WITH SOMETHING THAT WILL GIVE YOU THE ALTERNATIVE, WHEN YOU COME  
8 TO A PARTICULAR LOCATION, TO HAVE A MORE DOCUMENTED WORK, A MORE  
9 DOCUMENTED INFORMATION TO MAKE YOUR DECISION, WHICH WILL AFFECT  
10 ALL OF US.

11           SO, IF WE HAVE LAND LIKE THIS, I AM SURE WE WOULD SEND  
12 FIRST THE VITICULTURAL INSPECTORS THAT -- SOME PEOPLE RESENT  
13 BUREAUCRACY. I AM NOT BECAUSE I USED TO BE A VERY GOOD ONE BEFORE.  
14 I LEARNED SO MANY THINGS ABOUT THESE COMMUNICATIONS ON BOTH SIDES  
15 OF THE DESK, IN WHICH THE TRUTH HAS TO BE THERE AND THE HONESTY  
16 AND THE REALISTIC FACTS OF LIFE.

17           AGAIN, I KNOW THAT WE ARE ALL GOING TO SUFFER. I WAS  
18 TALKING IN FRANCE WITH SOME PEOPLE ON THE OTHER SIDE OF COGNAC.  
19 THE POOR FELLOW CANNOT MAKE COGNAC BRANDY, CANNOT MAKE CHAMPAGNE.  
20 "WHY MY PAPA DIDN'T BUY THE OTHER PIECE OF LAND? DUMMY, HE WAS.  
21 HERE I AM."

22           SO THERE WE HAVE TO BE CAREFUL SO THAT OUR CHILDREN DO  
23 NOT SAY, "LOOK AT PAPA. WHAT A DUMMY HE WAS."

24           THANK YOU, SIR.

25           THE CHAIRMAN: THANK YOU.

26           MR. RUSSELL EICHNER.  
27  
28



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

RUSSELL EICHNER,

TESTIFIED AS FOLLOWS:

MY NAME IS RUSS EICHNER, AND TODAY I AM HERE AS VICE-PRESIDENT OF THE NAPA COUNTY FARM BUREAU, BUT ALSO I AM MANAGER FOR APPROXIMATELY 400 ACRES OF LAND FOR CUIVAISON VINEYARD, AND THIS LAND IS LOCATED ESSENTIALLY IN THE CENTER OF WHAT WE HAVE DEFINED HERE AS THE CARNEROS DISTRICT.

ONE OF OUR EARLIER SPEAKERS, MR. MERRITT, HAD MENTIONED THE SHIRTSLEEVE TEST FOR DETERMINING THE CARNEROS. I COULD ADD A COUPLE MORE, THE 3:00 WIND AND, IF WE WERE TO TAKE A TRACTOR AND A DISK AND START DRIVING THE THING, AS SOON AS IT STOPS CLOGGING UP IN THE SPRING, WE ARE OUT OF THE CARNEROS. IT HAS GOT TO BE ONE OF THE WORST PLACES IN THE WORLD TO GROW GRAPES. IT IS MISERABLE, BUT IT PRODUCES A VERY GOOD QUALITY.

THE FARM BUREAU HAS DISCUSSED THE CARNEROS APPELLATION PROPOSAL, AND WE FEEL -- AND BEING HERE TODAY AND LISTENING TO SOME OF THE SONOMA PEOPLE TALKING ABOUT THE CARNEROS -- FRANKLY, CARNEROS HAS ALWAYS BEEN ASSOCIATED WITH NAPA, IN MY PERSONAL MIND, AND IN THE MINDS OF THE PEOPLE IN THE NAPA COUNTY, NATURALLY. BUT IN LISTENING TO THE HISTORICAL RELATIONSHIPS OF THE CARNEROS AREA TO SONOMA AND THINKING BACK, DRIVING ACROSS THE GROUND, AND LOOKING OUT, YOU KNOW, AT THIS GROUND AND SAYING, "GEEZ, WOULD I HAVE PROBLEMS FARMING THIS LAND? IS IT LIKE THE LAND I AM FARMING ON?" -- I FIND SCHELLVILLE OUT OF THE PICTURE, BUT WHEN THE RAILROAD WAS DESCRIBED AS BEING A REASONABLE BOUNDARY, AND REFLECTING ON THE LANDS OUT THERE, LOOKING AT THAT, YOU KNOW, THIS BEGAN TO MAKE SENSE.

I THINK ONE OF THE MAIN POINTS, BEFORE I START ACTUALLY

1 DRAWING LINES ON MAPS WITH THE CARNEROS, WE HAVE TO KNOW WHERE  
2 THE NAPA VALLEY IS. AND ONE OF THE MAIN POINTS I WAS ASKED TO  
3 BRING UP IS, IF THERE IS A CARNEROS APPELLATION FINALLY ACCEPTED,  
4 DOES THIS ALSO MEAN THAT, IF SOMEONE IS GROWING GRAPES IN THAT  
5 AREA, THEY CANNOT, IF THEY ARE ALSO IN THE NAPA VALLEY APPELLATION  
6 -- CANNOT CALL THAT PRODUCT NAPA VALLEY WITHOUT CARNEROS, WITHOUT  
7 ALSO DESIGNATING THAT AS NAPA VALLEY? ARE THESE TWO TERMS GOING  
8 TO BE MUTUALLY EXCLUSIVE? I DON'T KNOW IF THAT ANSWER CAN BE  
9 GIVEN NOW.

10 THE CHAIRMAN: I AM NOT GOING TO TRY NOW.

11 MR. EICHNER: IF THERE IS AN APPELLATION GIVEN, CAN A  
12 WINERY GROWING GRAPES IN THAT AREA ALSO LABEL THAT PRODUCT AS  
13 NAPA VALLEY? FROM A MARKETING STANDPOINT, CAN YOU HAVE ONE THAT  
14 WOULD LIKE TO CALL ITSELF NAPA VALLEY AND WINES MADE FROM THOSE  
15 GRAPES EXCLUSIVELY WOULD BE DESIGNATED AS THE CARNEROS DISTRICT  
16 OF NAPA VALLEY?

17 THE CHAIRMAN: WE COULD NOW ANSWER RIGHT NOW. WE DO  
18 NOT HAVE THE ANSWER.

19 MR. EICHNER: THOSE ARE OUR CONCERNS, THAT WE WOULD NOT  
20 WANT TO HAVE A PROBLEM IDENTIFYING OUR WINES AS CARNEROS WINES  
21 BEFORE THAT DISTRICT HAS GOTTEN THE RECOGNITION THAT SONOMA VALLEY  
22 AND NAPA VALLEY PRESENTLY HAVE. THIS WILL BE THE MARKETING  
23 DIFFICULTY, AND, OF COURSE, WHEN THERE IS A MARKETING DIFFICULTY,  
24 THAT PLACES AN ECONOMIC DIFFICULTY ON PEOPLE GROWING IN THAT AREA.

25 I THINK THESE ARE THE THINGS THAT WE WOULD LIKE TO  
26 BRING OUT. THE COUNTY LINE PROPOSAL, AS I MENTIONED, WAS AT FIRST  
27 ACCEPTABLE, BUT, IN ALL FAIRNESS IN LISTENING TO THE HISTORICAL  
28 AND THINKING OF THE GROUND THAT IS ACTUALLY OUT THERE, THIS IS, I

1 DON'T FEEL, A REASONABLE PROPOSAL. PERHAPS SOMETHING HAVING TO  
2 DO WITH THE NATURE OF THE SOILS AND CLIMATES IS A LITTLE BETTER.  
3 AND WE HAVE TO RECOGNIZE THAT, IF THERE IS A RANCH OR A VINEYARD  
4 THAT HAS THE PROPOSED LINE GOING THROUGH IT, THAT THAT PERSON IS  
5 GOING TO MAKE QUITE A SQUAWK. AND IT ALMOST SEEMS AS THOUGH THE  
6 LINE WILL BE DETERMINED BY THE MOST REMOTE VINEYARD FROM THE,  
7 QUOTE, CENTER OF THE CARNEROS THAT DOES NOT HAVE THE LINE  
8 CROSSING THROUGH IT.

9 EVERYBODY IS GOING TO KEEP ADVANCING THIS LINE, AND I  
10 GUESS THERE WILL BECOME A POINT WHERE SOME DECISIONS ARE GOING TO  
11 HAVE TO BE MADE AND SOMEBODY IS GOING TO BE OUT AND SOMEBODY IS  
12 GOING TO BE IN. THOSE ARE THE POINTS I WOULD LIKE TO BRING UP.  
13 IF YOU HAVE ANY QUESTIONS?

14 THE CHAIRMAN: I HAVE NO QUESTIONS.

15 MR. MINTON: I HAVE ONE QUESTION.

16 YOU MENTIONED THAT THIS LAND IN SONOMA IS DIFFERENT  
17 ONCE YOU MOVE OUT PAST THE RAILROAD TRACKS. YOU DO NOT THINK IT  
18 COULD REASONABLY BE INCLUDED IN THE CARNEROS AREA, AS YOU KNOW IT?

19 MR. EICHNER: AS I WAS OVER DURING OUR FIRST BREAK AND  
20 LOOKING AT THE MAP, THE PROPOSAL THAT SONOMA LANDS BE INCLUDED IN  
21 THE CARNEROS AND TO EXCLUDE THEM WAS NOT FAIR IN THE PROPOSAL,  
22 THAT PERHAPS THE LANDS OVER TOWARD SCHELLVILLE THAT ARE OWNED BY  
23 SEBASTIANI INCLUDED -- I WAS KIND OF REFLECTING BACK ON DRIVING  
24 ALONG THE HIGHWAY LOOKING ALONG THE LANDS AND SAYING, "OH, WE ARE  
25 OUT OF CARNEROS, AND OVER IN GREENACRES, SEBASTIANI'S PLACE, AND  
26 CERTAINLY WE ARE AWAY FROM CARNEROS NOW." THE LINE DID PRETTY  
27 WELL DEFINE, I THOUGHT, THE SOUTHEASTERN BOUNDARY OF CARNEROS, AS  
28 I KNOW IT.

1 MR. MINTON: IF YOU DROVE UP THROUGH THE NORTHERN PART  
2 OF THE PROPOSED CARNEROS, IN YOUR MIND, WOULD YOU THINK THAT WAS  
3 REASONABLE?

4 MR. EICHNER: HIGHWAY 121 AND HIGHWAY 12?

5 MR. MINTON: ON UP TOWARD THE CITY OF NAPA. DO YOU SEE  
6 WHERE THE PROPOSED BOUNDARY IS? LIKE THE NORTHWEST CORNER. WHAT  
7 DO YOU THINK OF THE NORTHWEST CORNER OF THE PROPOSED AREA? DO  
8 YOU THINK THAT IS CONSISTENT WITH WHAT YOU THINK OF AS CARNEROS?

9 MR. EICHNER: ON THE VALLEY FLOOR THERE OF CARNEROS  
10 VALLEY, IT IS -- ON THE NORTHERN END, YOU ARE BEGINNING TO, I  
11 FEEL, STRETCH IT A LITTLE BIT. YOU DON'T HAVE YOUR 3:00 LINE.  
12 YOU DON'T HAVE YOUR THREE TESTS. THE LINE IDENTIFYING PIERCE'S  
13 DISEASE. YOU HAVE TO HAVE TWO OR THREE OF THE CHARACTERISTICS  
14 PRESENT, AND I DON'T THINK THE WINDS EXIST UP THERE.

15 BUT I DON'T SPEND A LOT OF TIME UP IN THAT END OF THE  
16 VALLEY.

17 THE CHAIRMAN: YOU POSED THE QUESTION TO US. I AM GOING  
18 TO TURN IT AROUND AND POSE IT BACK TO YOU. WHAT WOULD BE WRONG,  
19 OR WOULD ANYTHING BE WRONG WITH A LABELLING PROCESS THAT SAID, IF  
20 YOU ARE IN CARNEROS, YOU COULD USE THAT; IF YOU ARE IN THE NAPA  
21 SIDE OF CARNEROS, YOU COULD USE EITHER NAPA OR CARNEROS-NAPA; IF  
22 YOU ARE IN THE SONOMA SIDE OF CARNEROS, YOU COULD USE CARNEROS OR  
23 CARNEROS-SONOMA? DO YOU FIND ANY PROBLEM WITH THAT KIND OF  
24 PROCESS?

25 MR. EICHNER: I DO NOT FIND ANY GREAT DIFFICULTY WITH  
26 IT. WHEN I FIRST HEARD THE PROPOSAL, I THOUGHT, "HERE'S PERHAPS  
27 A REASONABLE SOLUTION." I THINK RENE ADDRESSED THIS SOLUTION  
28 QUITE RIGHTLY, SAYING THAT SONOMA VITICULTURAL AREA AND NAPA

1 VITICULTURAL AREA HAVE SOMETHING IN COMMON. WE SHARE THE  
2 CARNEROS AREA, AND I THINK THAT CARNEROS SHOULD BE A FURTHER  
3 DEFINITION OF, YOU KNOW, EITHER OF THOSE AREAS. I THINK THAT WOULD  
4 BE A REASONABLE PROPOSAL.

5 I DON'T THINK THE FARM BUREAU WOULD HAVE ANY DIFFICULTY  
6 WITH THAT.

7 THE CHAIRMAN: THANK YOU VERY MUCH.

8 MR. BOB DWYER.

9  
10 BOB DWYER,

11 ON BEHALF OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION, TESTIFIED  
12 AS FOLLOWS:

13 MR. CHAIRMAN AND MEMBERS OF THE PANEL, AGAIN I AM LATE  
14 IN THE DAY, AND I TESTIFIED AT 5:30 ON MONDAY. I HAVE HEARD SO  
15 MUCH OF WHAT I MIGHT WANT TO HAVE SAID ALREADY, THAT I AM NOT  
16 SURE WHAT IS LEFT FOR ME. BUT I THINK THE NAPA VALLEY GRAPE  
17 GROWERS ASSOCIATION, OF WHICH I AM THE DIRECTOR, SHOULD BE  
18 REPRESENTED AT THESE HEARINGS. AND WE CERTAINLY ARE VERY  
19 INTERESTED AND DO HAVE SOME COMMENTS.

20 FOR THE RECORD, I HAVE TO REFER TO MY TESTIMONY ON  
21 MONDAY. I HOPE YOU WILL LOOK AT IT NOT ONLY IN TERMS OF THE  
22 NORTH COAST, BUT ALSO IN THE FASHION IN WHICH IT ADDRESSED  
23 CARNEROS IN THE DISCUSSION OF THE NAPA VALLEY AND THAT PROPOSED  
24 AREA, AND CERTAINLY THIS OVERLAPPING AND OVERLAYING PROBLEM.

25 I THINK THAT, TO DEFINE THE CARNEROS AT THIS TIME UNTIL  
26 THAT OVERLAP AND OVERLYING PROBLEM IS RESOLVED, WOULD NOT BE FAIR  
27 AND WOULD NOT BE IN THE BEST INTEREST OF GROWERS AND WINERY  
28 PEOPLE, NOR WOULD IT BE IN THE BEST INTEREST OF THE CONSUMERS.

1 I THINK IT IS ALSO UNFAIR TO AND VERY DIFFICULT FOR THOSE OF US  
2 IN THE INDUSTRY TO PROPERLY APPROACH THIS PROBLEM UNTIL WE HAVE  
3 AN ANSWER TO THOSE QUESTIONS.

4 I DO THINK JOHN MERRITT'S CONCEPTS IN TERMS OF A  
5 CARNEROS AREA THAT WOULD SPAN SEVERAL VALLEYS IS NOT UNREASONABLE,  
6 NOR DO I THINK IT WOULD BE TERRIBLY CONFUSING TO THE CONSUMER.  
7 THE ORIGINAL INTENT OF THAT SPECIAL CATEGORY CREATED BY THE BUREAU  
8 OF ALCOHOL, TOBACCO, AND FIREARMS IN THE VITICULTURAL AREA WAS  
9 TO ADDRESS THAT SITUATION THAT IS CERTAINLY REPRESENTED BY THE  
10 CARNEROS.

11 POLITICAL BOUNDARIES SHOULD NOT BE CONSIDERED. WE HAVE  
12 TO LOOK AT THE VERY WELL THOUGHT OF CRITERIA THAT YOU INCLUDED  
13 IN YOUR REGULATIONS. I AM VERY CONCERNED ABOUT THE POSSIBILITY  
14 OF A CHALLENGE TO WHATEVER WE DO UNTIL WE SOLVE AND RESOLVE THIS  
15 PROBLEM.

16 THE REGULATIONS, AS I POINTED OUT ON MONDAY, DO NOT  
17 PERMIT, NOR DO THEY PROHIBIT, EITHER, OVERLAPPING OR, IN MY  
18 OPINION, OVERLAYING A VITICULTURAL AREA WITH ANOTHER. I WOULD  
19 CERTAINLY URGE YOU TO CONSIDER AMENDING THOSE REGULATIONS SO THAT  
20 THE POSSIBILITY OF THAT POTENTIAL CHALLENGE IS THWARTED, AND THEN  
21 OUR PROCEEDINGS CAN MOVE ONWARD WITHOUT HAVING TO TURN BACK AND  
22 REDISCUSS THE SAME AREA WITH CHANGES THAT HAVE BEEN BROUGHT ABOUT  
23 BY SUCH A CHALLENGE.

24 IT HAS BEEN MY IMPRESSION SINCE THE BEGINNING OF THESE  
25 PROCEEDINGS, WHICH WAS IN 7/5/76, THAT THE INTENT OF THE BUREAU  
26 IN RESTRUCTURING THE REGULATIONS RELATING TO APPELLATIONS OF  
27 ORIGIN HAS BEEN TO CLARIFY, CERTAINLY, RATHER THAN CONFUSE  
28 LABELLING FOR THE CONSUMER.

1 WE CERTAINLY DO HAVE A BIT OF A CONFUSING SITUATION  
2 HERE, AND I UNDERSTAND YOUR PROBLEM. BUT I THINK IT CAN EASILY  
3 BE CLARIFIED ONCE WE DO HAVE THE DEFINITION OF THE NAPA VALLEY  
4 WELL IN HAND AND WE DO UNDERSTAND WHERE THE SONOMA VALLEY IS.  
5 THEN A PORTION OF EACH OF THOSE VALLEYS WILL PROBABLY BE MORE  
6 EASILY SEEN AS A CARNEROS AND MORE ACCEPTABLE TO THE CONSUMER AND  
7 CERTAINLY TO YOU. I THINK THE CONFUSION SURROUNDING THIS OVERLAP  
8 ON THE PART OF EVERYBODY TESTIFYING THROUGH THE LAST THREE DAYS,  
9 AND YOUR OPENMINDED ATTITUDE AND OBVIOUS FLEXIBILITY AT THIS  
10 POINT, POINTS TO THE PREMATURE NATURE OF HEARING A CARNEROS  
11 REGION. WE AND YOU ARE STILL SEARCHING FOR A RESOLUTION TO THE  
12 PROBLEM, AND, UNTIL WE HAVE THAT, WE SHOULD PROBABLY NOT PROCEED.

13 I AM LOOKING FORWARD TO THE ANNOUNCEMENT OF THE NAPA  
14 VALLEY DECISION. MR. MINTON TOLD ME MONDAY IT IS GOING TO BE  
15 ANY DAY NOW, AND WE HAVE SIX DAYS UNTIL THE 20TH. AND IF THAT IS  
16 WHEN IT WAS GOING TO OCCUR, I AM GETTING MOST ANXIOUS. LIKE  
17 CHRISTMAS MORNING.

18 I DO HOPE YOU HAVE RECEIVED ADEQUATE INPUT IN TERMS OF  
19 THE INPUT ON OVERLAY. I DID NOT RECEIVE THE NOTICE UNTIL QUITE  
20 RECENTLY, SO I HAVE NOT HAD THE OPPORTUNITY TO REALLY DISCUSS  
21 THIS WITH A LOT OF GROWERS, EITHER IN THE CARNEROS REGION OR IN  
22 THE NAPA VALLEY. BUT I THINK YOU WILL BE RECEIVING SOME INPUT  
23 FROM US ON THAT, AND SOME OF OUR THOUGHTS, AND I AM SURE THE  
24 INDUSTRY HAS SOME IDEAS FOR YOU. BUT I THINK SOME OF THE THOUGHTS  
25 THAT CAME TO YOU TODAY, EVEN THOUGH THEY ARE IN A SOMEWHAT RAW  
26 FORM, CERTAINLY ARE A GOOD APPROACH, AND, I THINK, ARE GOING TO  
27 BE PROBABLY A LIKELY SOLUTION TO THE PROBLEM.

28 THE 100 PER CENT CONCEPT TENDS, ALSO, TO ADD SOMETHING,

1 I THINK, TO IT WHICH COULD ASSIST US IN DELINEATING THAT AREA  
2 WHICH MIGHT END UP USING TWO APPELLATIONS. IT IS ENTIRELY  
3 POSSIBLE, OF COURSE, GIVEN THE CONCENTRIC CIRCLES THAT WE SEE  
4 GROWING, THAT YOU COULD HAVE THREE OR FOUR APPELLATIONS.

5 FOR INSTANCE, IF YOU WERE IN JOHN MERRITT'S "BC" I  
6 BELIEVE IT WAS, WHICH IS THE QUADRANT DEFINED AS CARNEROS-NAPA  
7 VALLEY, YOU ARE IN THE CARNEROS. AND AS THE CONCENTRIC CIRCLES  
8 SPREAD, YOU ARE IN THE NAPA VALLEY. AND THEN YOU ARE ALSO GOING  
9 TO BE IN THE NORTH COAST. SO, IF YOU DO NOT SEE THE NORTH COAST  
10 AS A PROBLEM, THEN I DO NOT SEE CARNEROS-NAPA VALLEY OR CARNEROS-  
11 SONOMA VALLEY AS A PROBLEM. IF WE ARE GOING TO HAVE VITICULTURAL  
12 AREAS WITHIN VITICULTURAL AREAS AND VITICULTURAL AREAS ARE  
13 DEFINED AS THEY ARE, THEY ARE PROBABLY GOING TO OVERLAP HERE AND  
14 THERE.

15 AND, AS MR. COOLEY POINTED OUT, THAT IS PROBABLY GOING  
16 TO BE THE RULE RATHER THAN THE EXCEPTION IN CALIFORNIA.

17 I THANK YOU VERY MUCH FOR YOUR PATIENCE IN THE LAST  
18 THREE DAYS AND LAST FIVE YEARS. AND WE CONTINUE ON. AND, AS MR.  
19 LACASIA JUST SAID, WE HAVE A BIG AND IMPORTANT JOB TO DO, AND I  
20 HOPE YOU WILL TAKE THE TIME WITH THE CARNEROS AND GIVE IT THE  
21 SORT OF CONSIDERATION THAT I THINK EVERYONE HAS ASKED YOU TO DO  
22 TODAY. THANK YOU.

23 THE CHAIRMAN: THANK YOU VERY MUCH.

24  
25 FRANCIS MAHONEY,

26 ON BEHALF OF CARNEROS CREEK WINERY, TESTIFIED AS FOLLOWS:

27 I AM FRANCIS MAHONEY FROM CARNEROS CREEK WINERY IN  
28 NAPA.



1 AS I HAVE BEEN LISTENING TO WHAT HAS BEEN GOING ON HERE  
2 TODAY, IT SEEMS LIKE WE ARE REALLY GOING NOWHERE. WHAT CARNEROS  
3 HAS PROPOSED IS NOT REALLY MEANINGFUL, AND THEREFORE, WE SHOULD  
4 ALL GO BACK AND WASH OUR HANDS. I DO NOT THINK THIS IS REALLY  
5 WHAT ANYBODY IN THE ROOM REALLY WANTS.

6 TRYING TO DEFINE THINGS BY LAND -- WE CAN ALWAYS DEFINE  
7 A CERTAIN PIECE OF LAND SOME PLACE WHICH IS SIMILAR TO ANOTHER  
8 AREA, AND THAT WOULD GET US NOWHERE. WHAT WE ARE REALLY TRYING  
9 TO DO IS DEFINE SOMETHING FOR THE CONSUMER THAT HE OR SHE CAN  
10 GRASP ONTO AND SAY, "I KNOW KIND OF WHERE THIS WINE COMES FROM."

11 I AM TALKING ABOUT WHEN YOU GET BACK TO THE MIDWEST  
12 AND YOU HAVE GOT A BOTTLE OF WINE AND IT SAYS NAPA VALLEY. THAT  
13 IS MEANINGFUL. WHEN IT SAYS CARNEROS DISTRICT, IT INFORMS YOU A  
14 LITTLE MORE OF WHERE THAN WINE COMES FROM. AND THIS IS REALLY  
15 THE GIST OF WHAT WE ARE ALL HERE FOR, THE CONSUMER.

16 AND WE AT CARNEROS CREEK HAVE BEEN PUTTING CARNEROS  
17 DISTRICT AFTER NAPA VALLEY ON OUR LABELS FOR THE LAST -- SINCE  
18 1975. WE FIND IT INFORMATIVE. IT TELLS THE PEOPLE WHAT THEY ARE  
19 LOOKING FOR AND WHAT THEY ARE GOING TO GET IN THE BOTTLE.

20 AS OPPOSED TO NAPA VALLEY PINOT NOIR, WE PUT NAPA  
21 VALLEY, QUOTE, UNQUOTE, AND USUALLY IT IS, PARENTHESES, CARNEROS  
22 DISTRICT. WE FIND THAT THAT SEPARATES OUT THE TWO AND THE  
23 DISTINCTIVE STYLES. A LITTLE BIT SIMILAR TO WHAT BEAULIEU IS  
24 PROPOSING.

25 HISTORICALLY, I THINK THAT THE APPELLATION OF CARNEROS  
26 IS REALLY NAPA. THE REASON PEOPLE ARE HERE IS BECAUSE OF WHAT  
27 VINTNERS HAVE DONE IN NAPA VALLEY. THEY HAVE GONE OUT AND DONE  
28 THE GROUNDWORK, THE PIONEERING TO SHOW THAT THERE IS SOMETHING TO

1 CARNEROS DISTRICT.

2 A LOT OF THE WINE WRITERS WHO HAVE WRITTEN HAVE SAID  
3 THINGS AND, YOU KNOW, BROUGHT ATTENTION TO THE CONSUMER. SO WE  
4 ALL KNOW WHAT THEY ARE TALKING ABOUT.

5 WHAT I WOULD LIKE TO SEE HAPPEN AT THIS POINT, AND I  
6 THINK I GO ALONG WITH THE MAJORITY THAT HAVE TALKED HERE TODAY,  
7 IS -- WHY NOT ADDRESS OURSELVES FIRST TO THE PROBLEM OF DEFINING  
8 THE NAPA VALLEY AND THE SONOMA VALLEY? BECAUSE WHEN WE DO THAT,  
9 ULTIMATELY WE WILL END UP COMING BACK TO YOU AND SAYING -- NOW  
10 THAT WE HAVE DEFINED ONE THING, WE MAKE OUR PROBLEM OF COMING TO  
11 YOU A LITTLE BIT EASIER. AND, SAY, NEXT YEAR OR THE YEAR AFTER,  
12 WE WOULD LIKE TO COME BACK TO YOU WITH THE CARNEROS DISTRICT, AND  
13 LET THINGS JUST KIND OF GO THE WAY THEY ARE GOING.

14 THERE IS AN EVOLUTION HAPPENING. THERE IS A PROBLEM IN  
15 WHERE THE LINE IS. SOME PEOPLE TALK OF 85 PER CENT. SOME PEOPLE  
16 TALK OF 15 PER CENT THIS AND THAT. THERE IS A WAY, I THINK, WE  
17 CAN DO THIS WITHOUT LOOKING AT THE GEOGRAPHICAL LINES, AND ONE IS  
18 TO, SO TO SPEAK, SIGN UP.

19 YOU GET ON WHAT SIDE OF THE BORDER YOU WANT TO BE ON.  
20 IF IT HAPPENS TO BE DIVIDED ON THE SONOMA SIDE OR THE NAPA SIDE,  
21 AND YOU SAY, "I WANT TO BE A NAPA VALLEY WINERY," THEN YOU GET A  
22 ONE-TIME CHANCE TO SIGN UP AND SAY, "I WILL PETITION BATF FOR MY  
23 APPELLATION TO BE IN NAPA. AND IF I SO CHOOSE TO GO THE OTHER  
24 WAY, I WANT TO BE A SONOMA WINERY, I WILL GO THE OTHER WAY."

25 BECAUSE THE SAME PROBLEM WE ARE TALKING ABOUT WITH  
26 CARNEROS, WE ARE GOING TO BE FACED WITH NAPA VALLEY ALL THE WAY  
27 UP THE HILL. I THINK SOME PEOPLE HAVE TALKED ABOUT THAT WITH THE  
28 MAYACMAS PROBLEM. LET PEOPLE MAKE A DECISION. LET THE LANDHOLDER,

1 THE GRAPE GROWER NOW SAY, "I WANT TO GO ONE WAY OR THE OTHER,"  
2 BECAUSE YOU CAN NEVER SOLVE THAT PROBLEM, YOU KNOW, ONCE YOU  
3 DEFINE SOMETHING AND IT DOESN'T REALLY ADDRESS THE PROBLEM OF  
4 THE COUNTY LINE.

5 WELL, USE THE COUNTY LINE AS A CRITERIA OF WHERE THESE  
6 THINGS ARE, BUT AS THE FIXED DEFINITION. BUT LIKE DOMAINE CHANDON  
7 HAS THE PROBLEM OF 200 ACRES OR SOMETHING ON ONE SIDE AND 300  
8 ACRES ON THE OTHER. GIVE THEM A ONE-TIME CHANCE TO SIGN UP TO  
9 GO TO NAPA. IF BUENA VISTA WANTS TO GO TO SONOMA, LET THEM DO  
10 THAT. AT LEAST IT GETS THE PROBLEM WITH NAPA VALLEY OUT OF THE  
11 WAY AND THE PROBLEM WITH SONOMA OUT OF THE WAY.

12 AND LATER, WITH LATER HEARINGS, IF WE WANT TO, GO TO  
13 CARNEROS. BUT RIGHT NOW, CARNEROS IS NOT AN EASY THING TO WORK  
14 WITH.

15 FROM THE STANDPOINT OF CARNEROS CREEK, I THINK  
16 HISTORICALLY, GIVEN THE BIT OF TIME THAT WE HAVE BEEN ON BASE,  
17 WE HAVE CALLED IT NAPA VALLEY. THAT DOES NOT MEAN TO SAY THAT  
18 THAT IS CUT AND GROUND. BUT I WOULD THINK THAT MOST OF THE  
19 HISTORY IS ON THE SIDE OF ITS GOING AT LEAST TO THE NAPA SIDE.

20 THE CHAIRMAN: WHERE IS YOUR WINERY? CAN YOU SHOW US  
21 ON A MAP.

22 MR. MAHONEY: WE ARE UP ON DEALY LANE ON THE NORTH SIDE  
23 OF 121. WE ARE IN THE APPELLATION AS YOU DEFINE IT RIGHT NOW.  
24 WE ARE IN A VALLEY CALLED CARNEROS VALLEY, AND I DON'T THINK YOU  
25 WOULD WANT TO EXCLUDE US BECAUSE WE HAPPEN TO BE ON CARNEROS  
26 CREEK, CARNEROS VALLEY. IF YOU WANTED TO EXCLUDE US, WE CONSIDER  
27 OURSELVES IN THE CARNEROS AREA.

28 THE CHAIRMAN: CAN YOU JUST ROUGHLY POINT TO THE AREA.

1 MR. MAHONEY: RIGHT HERE.

2 MRS. KIRK: I HAVE A QUESTION. WOULD YOU CLARIFY FOR  
3 ME YOUR POSITION THAT THE BUREAU SHOULD WAIT ON RULING ON THE  
4 LOS CARNEROS VITICULTURAL AREA FOR DECISION ON THE SONOMA-NAPA  
5 VALLEY AREA. COULD YOU SHOW HOW THIS WOULD IMPACT UPON THE  
6 FACTORS WHICH ARE REQUIRED TO BE SHOWN, THE FACTORS AS HAVE BEEN  
7 REPEATEDLY STATED. HOW WOULD OUR WAITING AFFECT THE EVIDENCE  
8 THAT THE NAME OF THE PROPOSED VITICULTURAL AREA LOCALLY OR  
9 NATIONALLY KNOWN IS REFERRING TO THE AREA SPECIFIED? HOW WOULD  
10 OUR WAITING ON DECIDING THE SONOMA-NAPA VALLEY AFFECT HISTORICAL  
11 OR CURRENT EVIDENCE THAT THE BOUNDARIES OF THE VITICULTURAL AREA  
12 ARE SPECIFIED? HOW WOULD THE BUREAU'S WAITING FOR A DECISION ON  
13 SONOMA VALLEY AND NAPA VALLEY IMPACT UPON THE EVIDENCE RELATING  
14 TO GEOGRAPHICAL FEATURES? PLEASE CLARIFY YOUR POSITION.

15 MR. MAHONEY: YOU REALLY CAN'T SOLVE THAT PROBLEM. YOU  
16 KNOW. I WOULD BE FOOLISH TO STAND IN FRONT OF YOU AND SAY THAT  
17 THE LAND A MILE AND A HALF AWAY FROM THE COUNTY LINE IN SONOMA  
18 IS DIFFERENT FROM WHAT IS ON THE OTHER SIDE. WHAT I AM TRYING TO  
19 DO IS MAKE IT EASY SO WE ALL KNOW THE GROUND RULES THAT WE ARE  
20 TALKING ABOUT HERE. AND ONE WAY TO DO IT IS TO DEFINE THE NAPA  
21 VALLEY FIRST.

22 I DON'T THINK ANY OF THE PARTIES THAT HAVE BEEN UP  
23 HERE ON THE SONOMA SIDE WANT TO BE IN THE NAPA VALLEY, AND VICE  
24 VERSA. THIS IS WHERE THEY HAVE FINALLY COME TO ROOTS TO SET UP  
25 THEIR WINERY OR VINEYARD OR WHATEVER. THEY KNEW WHERE THEY BOUGHT  
26 THE PROPERTIES, AND THEY KNOW WHERE THEY PAY THEIR TAXES.

27 IF YOU DEFINE THAT BUT PUT A CLAUSE IN THERE FOR THE  
28 ABILITY OF LANDOWNERS OWNING CONTIGUOUS PIECES OF PROPERTY TO THE

1 COUNTY LINE TO DRAW IT EITHER WAY, BUT LET THEM DECIDE WHICH WAY  
2 THEY WANT TO GO -- THAT WAY, I DON'T THINK THERE IS ANY CRITICISM  
3 THAT WE ARE GOING TO BE, YOU KNOW -- THAT THE BUREAU IS BEING  
4 UNFAIR. YOU KNOW. IT IS REALLY -- IT WILL SOLVE A PROBLEM  
5 BECAUSE, IF YOU DON'T ADDRESS THIS PROBLEM IN NAPA VALLEY OR  
6 SONOMA VALLEY, DEFINING CARNEROS, AS SOME PEOPLE HAVE TALKED  
7 ABOUT, UP THROUGH THE CITY OF NAPA, THROUGH THE CITY OF SONOMA,  
8 WOULD BE TELLING THE CONSUMER ABSOLUTELY NOTHING. I DO NOT SEE  
9 HOW IT MEANS ANYTHING.

10 I COULD GROW GRAPES -- IN FACT, WE HAVE GRAPES WHICH  
11 COME OUT ON EIGHTH AVENUE IN SONOMA, BUT WE ALSO MAKE THAT A  
12 SONOMA CHARDONNAY. FOR ME TO SAY, WELL, IT IS KIND OF LIKE  
13 CARNEROS, IT IS KIND OF -- THE GROUND IS THE SAME. YOU HAVE A  
14 TOUGH ENOUGH TIME EXPLAINING IT, YOU KNOW, TO THE PEOPLE AT THE  
15 WINERY, WHY I AM BUYING THE GRAPES OVER THERE, WHY I DO NOT BUY  
16 EVERYTHING IN CARNEROS. AND, WELL, THE GRAPES ARE DARN GOOD.  
17 AND THE WINE IS DARN GOOD. AND THAT'S REALLY WHAT THE CONSUMER  
18 IS LOOKING FOR AND WHAT THE WINE IS LOOKING FOR.

19 AND MAYBE THERE MIGHT BE A SEPARATE APPELLATION SOME  
20 DAY ON THE SONOMA SIDE, WHICH WOULD BE HUICHICA CREEK, BUT LET  
21 US GET ONE LINE OUT OF THE WAY. MAYBE THE PROPOSAL WILL BE  
22 REWRITTEN. MAYBE IT WON'T CALL FOR A SEPARATE CARNEROS  
23 APPELLATION, WHICH I THINK IS A MEANINGFUL APPELLATION. THE  
24 PROPOSAL IS NOT WITHOUT MERIT, BUT IT WOULD SEEM TO ME THAT WE  
25 CANNOT GET BOGGED DOWN IN A 200-YEAR STUDY BECAUSE THE WINE  
26 INDUSTRY IN CALIFORNIA -- WE ARE MOVING LIKE WE PUT THE ASTRONAUTS  
27 ON THE MOON.

28 WE DID NOT PASS ON WHAT I KNEW ABOUT VITICULTURE FROM

1 MY GRANDFATHER AND EVERYTHING ELSE. I WAS A SCHOOLTEACHER. I  
2 LEARNED WHAT I WAS DOING BY DOING, IN THE TYPICAL AMERICAN STYLE  
3 AND TYPICAL PIONEERING STYLE. WE DO THINGS. WE MOVE FAST. AND  
4 THE MORE VINEYARDS THAT ARE ESTABLISHED IN THIS GRAY AREA, THE  
5 MORE DIFFICULT IT IS GOING TO BE FOR YOU PEOPLE TO COME BACK AND  
6 TRY TO DIVIDE IT UP.

7 TO ME, THE TIME IS RIGHT NOW TO MAKE A MOTION OR A  
8 MOVEMENT ON THE PART OF BATF AND SAY, "THIS IS NAPA, THIS IS  
9 SONOMA." AND THEN LET US COME BACK TO YOU AND SAY WE WANT TO BE  
10 LOS CARNEROS IN NAPA VALLEY; OR THE OTHER PARTIES ON THE SONOMA  
11 SIDE COME OVER AND SAY THEY WANT TO BE LOS CARNEROS. BUT THAT IS  
12 A SEPARATE WHOLE BALLGAME. AND I KNOW THAT IS SOMETHING THAT I  
13 THINK WE SHOULD BE TALKING ABOUT AFTER WE SEE WHAT THE MAP LOOKS  
14 LIKE WITH NAPA.

15 BUT I WOULD ALSO LIKE TO EMPHASIZE THE FACT THAT I  
16 THINK THE PARTIES WHO HAVE VINEYARDS THAT ARE CONTIGUOUS TO THE  
17 COUNTY LINE OR TO THE NAPA LINE BE ALLOWED TO CHOOSE WHICH WAY  
18 THEY WANT TO GO. AND THEY WOULD JUST PUT A STATEMENT INTO BATF  
19 SAYING, "WE CHOOSE ON SUCH AND SUCH A DATE THAT THAT IS WHO WE  
20 ARE." AND WHOEVER BUYS THE PROPERTY KNOWS WHERE THEY ARE GOING.  
21 SOUNDS SIMPLE. I HOPE IT IS.

22 THE CHAIRMAN: NOTHING IS SIMPLE. I AM FINDING THAT  
23 OUT.

24 MR. MAHONEY: NO, IT ISN'T.

25 THE CHAIRMAN: THANK YOU VERY MUCH.

26 MR. IRA LEE.  
27  
28

1                                    IRA LEE,

2        ON BEHALF OF ACACIA WINERY, TESTIFIED AS FOLLOWS:

3                                    WE HAVE ALL HEARD A LOT OF VERY GOOD WORDS THIS  
4        MORNING, AND SO I DO NOT HAVE AN AWFUL LOT TO OFFER.

5                                    BUT I DO HAVE TWO VERY SMALL POINTS, THE FIRST BEING  
6        THAT, IF YOU WERE TO TAKE ANY ONE -- AND I AM GOING TO EXCLUDE  
7        THE SONOMA WINERIES BECAUSE I DO NOT HAVE ANY EXPERIENCE WITH  
8        THEM. BUT, IF YOU WERE TO TAKE ANY ONE OF THE ESTABLISHED  
9        WINERIES IN THE NAPA VALLEY AND GIVE THEM THE CHOICE, "WOULD YOU  
10       RATHER HAVE A PINOT NOIR GRAPE THAT WAS GROWN IN THE CARNEROS  
11       AREA OR ONE IN THE NAPA VALLEY?" THEY WOULD ALL CHOOSE THE  
12       CARNEROS GRAPES, AND THEY KNOW WHERE THOSE GRAPES ARE COMING FROM.  
13       THAT IS THE FIRST THING.

14                                    THE SECOND IS THAT I HAVE JUST ASSOCIATED WITH A VERY  
15        SMALL WINERY. WE DO NOT HAVE OUR BUILDING BUILT YET, BUT WE HAVE  
16        PRODUCED WINES FROM THE LAST TWO VINTAGES. THE WINERY IS ACACIA,  
17        A-C-A-C-I-A. AND WE WILL BE BUILDING A WINERY THIS YEAR ON LAS  
18        AMIGAS ROAD IN THE CARNEROS REGION. AND THAT IS RIGHT HERE. THIS  
19        ROAD IS LAS AMIGAS, AND I WILL SHOW YOU ABOUT WHERE THE WINERY  
20        WILL BE. THIS ROAD, AND THE WINERY WILL BE APPROXIMATELY IN HERE.

21                                    THIS WINERY WILL CRUSH ONLY CARNEROS GRAPES, WILL ONLY  
22        PRODUCE CHARDONNAY AND PINOT NOIR.

23                                    FROM THE LAST TWO YEARS, THERE HAVE BEEN FIVE DIFFERENT  
24        GROWERS THAT HAVE PRODUCED PINOT NOIR VINTAGES. THESE HAVE ALL  
25        BEEN BOTTLED SEPARATELY. AND AS THIS ILLUSTRATION IS OVER HERE,  
26        IF I HAD KNOWN ABOUT IT, I COULD HAVE BROUGHT FIVE DIFFERENT  
27        BOTTLES, PUT THEM UP ON THE TABLE HERE, AND YOU COULD HAVE  
28        SAMPLED THEM. AND, YES, THEY ALL WOULD HAVE BEEN DIFFERENT, AND

1 YET THEY ARE ALL GROWN FROM A VERY SMALL AREA IN THE CARNEROS  
2 REGION. FROM THIS AREA. FROM HERE TO HERE. ALL ENCOMPASSING  
3 JUST THIS AREA.

4 ALL OF THOSE GRAPES ARE GROWN FROM THAT VERY SMALL AREA,  
5 AND YET YOU HAVE FIVE DIFFERENT, DISTINCTLY DIFFERENT WINES.  
6 THEY ARE ALL PINOT NOIR. BUT I THINK THAT EVERYONE WOULD AGREE  
7 THAT THEY DO HAVE A THREAD OF SOMETHING GOING THROUGH ALL FIVE OF  
8 THEM THAT CAN BE IDENTIFIED AND WILL BE IDENTIFIED AS CARNEROS-  
9 GROWN GRAPES.

10 OUR WINERY IS PRODUCING A LABEL THAT SAYS PINOT NOIR,  
11 NAPA VALLEY, CARNEROS REGION, AND IT THEN FURTHER DELINEATES THE  
12 VINEYARD IN WHICH THESE GRAPES WERE GROWN.

13 THANK YOU. ARE THERE ANY QUESTIONS?

14 THE CHAIRMAN: THANK YOU, MR. LEE.

15 MR. BOB TRINCHERO.

16  
17 BOB TRINCHERO,

18 ON BEHALF OF THE NAPA VALLEY VINTNERS, TESTIFIED AS FOLLOWS:

19 MY NAME IS BOB TRINCHERO. I AM PRESIDENT OF THE NAPA  
20 VALLEY VINTNERS. I WOULD LIKE TO READ TO YOU A LETTER WHICH WAS  
21 SUBMITTED TO ME BY ONE OF OUR MEMBERS, WHICH, I THINK, TYPIFIES  
22 OUR STAND CONCERNING CARNEROS AND NORTH COAST:

23 "THE HEARINGS FOR THE CARNEROS AND NORTH COAST APPELLA-  
24 TION ARE ILL-CONCEIVED AND UNTIMELY. BY HOLDING THE  
25 HEARINGS AT THIS TIME, THE BATF IS BEING EXTREMELY  
26 UNFAIR TO THOSE WHO SPONSOR THE NAPA VALLEY APPELLATION,  
27 AS WELL AS TO THE UNSUSPECTING ADVOCATES OF THE CARNEROS  
28 AND NORTH COAST APPELLATIONS.



1 "YOU OF THE BATF MAY NOT HAVE RECOGNIZED YOUR UNFAIR-  
2 NESS, BUT IT IS, NEVERTHELESS, A FACT THAT THESE HEARINGS  
3 ARE UNFAIR BECAUSE YOU ARE ALLOWING THE CARNEROS HEARINGS  
4 TO PROCEED WITHOUT INDICATING IN ADVANCE THE ANSWERS TO  
5 ANY OF THE FOLLOWING QUESTIONS:

6 "(1) WILL THE CARNEROS REGION IN THE NAPA  
7 VALLEY INCLUDE THE NAPA VALLEY APPELLATION  
8 AREA?

9 "(2) IS IT LEGALLY POSSIBLE FOR SOME GRAPE  
10 GROWERS OR SOME GRAPE-GROWING AREAS TO BE IN  
11 TWO OR MORE APPELLATION AREAS AT THE SAME TIME?  
12 IF SO, WILL THE WINERIES WHO CRUSH, VINTIFY,  
13 AND BOTTLE WINE FROM GRAPES GROWN IN SUCH AN  
14 AREA BE FREE TO CHOOSE THE APPELLATION TO BE  
15 USED ON THE LABEL?

16 "(3) WILL IT BE LEGALLY POSSIBLE TO USE TWO  
17 APPELLATION AREAS ON THE SAME LABEL WHEN THE  
18 WINE IS FROM GRAPES GROWN IN AN AREA THAT IS  
19 WITHIN TWO APPELLATION AREAS?

20 "THE ANSWERS TO THESE QUESTIONS ARE EXTREMELY IMPORTANT  
21 TO ANYONE TRYING TO DECIDE WHETHER TO SUPPORT OR OPPOSE  
22 THE CARNEROS AND NORTH COAST APPELLATIONS. IT IS ALTOGETHER  
23 DIFFERENT FOR SOMEONE TO DISCOVER THAT HE MUST USE CARNEROS  
24 APPELLATION WHEN HE WAS EXPECTING TO USE CARNEROS-NAPA  
25 VALLEY.

26 "INSTEAD, THERE IS A PROCEDURAL RULE-MAKING STEP THAT  
27 HAS BEEN OMITTED HERE. AND TO PROCEED WITH THESE HEARINGS  
28 TO A CONCLUSION IS A MISTAKE, UNFAIR AND OPPRESSIVE."

1 THE FEELING OF THE NAPA VALLEY VINTNERS IS TO OPPOSE  
2 AT THIS TIME THE CARNEROS APPELLATION.

3 THE CHAIRMAN: THANK YOU.

4 MRS. KIRK: I WOULD JUST LIKE TO REPEAT TO YOU, AND  
5 MAYBE FRAME IT BETTER, MY PREVIOUS QUESTION. THE BUREAU HAS  
6 CERTAIN FACTORS IT MUST CONSIDER IN ORDER TO ESTABLISH A VITI-  
7 CULTURAL AREA. ALTHOUGH YOU PRESENT THREE VERY IMPORTANT QUESTIONS  
8 THAT MUST BE ANSWERED, THOSE QUESTIONS DON'T REALLY RELATE TO THE  
9 FOUR CRITERIA SET IN THE REGULATIONS TO ESTABLISH THE VITICULTURAL  
10 AREA. COULD YOU RELATE THEM FOR ME.

11 MR. TRINCHERO: WELL, I DO NOT KNOW IF I FULLY UNDER-  
12 STAND YOUR QUESTION. BUT OUR POSITION IS REALLY QUITE SIMPLE.  
13 FIRST, WE WANT TO KNOW WHERE THE NAPA VALLEY IS AND WHERE THE  
14 SONOMA VALLEY IS. AND IF CARNEROS IS TO BE DEFINED, IT PROBABLY  
15 SHOULD BE DEFINED, RATHER THAN AS A VITICULTURAL AREA, BUT MORE  
16 AS A SUBVITICULTURAL AREA. AND I SEE NO REASON WHY THE CARNEROS  
17 GROWER OR VINTNER CANNOT PUT ON HIS LABEL -- PERHAPS ON THE BACK  
18 LABEL OR SIDE LABEL OR SOME PLACE THAT IS NOT DIRECTLY CONNECTED  
19 -- NAPA OR SONOMA VALLEY ON THE LABEL AS AN APPELLATION TO  
20 DESCRIBE WHERE THE GRAPES CAME FROM. I SEE NO REASON WHY YOU  
21 CANNOT CALL THE WINE NAPA VALLEY CHARDONNAY AND THEN SOMEWHERE  
22 ELSE ON THE LABEL DESCRIBE THESE GRAPES WERE GROWN WHOLLY OR IN  
23 WHAT PER CENT IN THE CARNEROS DISTRICT.

24 TO ME, A VITICULTURAL DESIGNATION ARE WORDS THAT PRECEDE  
25 OR DESCRIBE THE WINE TYPE. FOR INSTANCE, NAPA VALLEY, PINOT NOIR.  
26 BUT I SEE NO REASON WHY SOMEWHERE ELSE ON THE LABEL YOU CANNOT  
27 DESCRIBE WHERE THE GRAPES CAME FROM.

28 AND HISTORICALLY WE ALL KNOW WHERE CARNEROS IS. OKAY.

1 MAYBE WE DO NOT DEFINE IT TO THE FINE LINE. BUT I AM SURE  
2 HISTORICALLY ALL THE GROWERS AND VINTNERS THAT HAVE USED THE  
3 APPELLATION CARNEROS SHOULD BE ALLOWED TO USE IT. BUT NOT AS AN  
4 APPELLATION AT THIS TIME. THEY SHOULD BE ABLE TO PUT IT SOMEWHERE  
5 ELSE ON THE LABEL.

6 CONSUMERS ARE VERY SOPHISTICATED NOW, AND THEY READ  
7 EVERY WORD THAT IS ON THE LABEL. SO WHAT IS THE DIFFERENCE IF  
8 CARNEROS IS ON THE FRONT, PRECEDING THE WORD CHARDONNAY, OR ON  
9 THE BACKSIDE OR BOTTOM OF THE LABEL TELLING THE CONSUMER WHERE THE  
10 GRAPES CAME FROM? THAT WOULD SOLVE THE PROBLEM FOR NOW UNTIL WE  
11 CAN GET DOWN TO THE FINITE OF WHAT IS CARNEROS, THE ACTUAL BORDERS,  
12 BECAUSE NOW YOU ARE TALKING ABOUT A MUCH SMALLER AREA THAN NAPA  
13 VALLEY OR SONOMA VALLEY. AND THE SMALLER THE AREA, THE MORE  
14 DEFINED YOU MUST BE. AND LET US FACE IT. ALL OF NAPA VALLEY IS  
15 NOT THE SAME. WE ALL UNDERSTAND THIS. CALISTOGA IS DEFINITELY  
16 NOT CARNEROS.

17 BUT WE HAVE TO START SOMEWHERE. AND IN THE MIND OF THE  
18 CONSUMERS -- WHICH IS, AFTER ALL, WHY WE ARE HERE -- BIG IS BAD;  
19 SMALL IS GOOD. SO AS YOU GET SMALLER, YOU HAD BETTER REALLY  
20 THINK LONG AND HARD WHEN YOU DEFINE AN AREA. AND THE SMALLER YOU  
21 GET, THE TOUGHER IT IS GOING TO BE.

22 DOES THAT ANSWER YOUR QUESTION? I AM NOT SURE.

23 THE CHAIRMAN: I AM NOT SURE IT DOES, EITHER, BUT I AM  
24 NOT SURE THE QUESTION IS -- IT IS ANSWERABLE. I DON'T KNOW IF  
25 ANYBODY WANTS TO ANSWER IT, THOUGH.

26 THERE ARE THE FOUR CONDITIONS FOR THE ESTABLISHMENT OF  
27 ANY VITICULTURAL AREA.

28 MR. TRINCHERO: I SEE.

1 THE CHAIRMAN: HOW DOES APPROVAL OF ONE, TWO, THREE, OR  
2 FOUR MATTER IF YOU ARE GOING TO DEAL WITH THIS SPECIFIC ONE? ON  
3 THOSE FOUR ISSUES, WHY IS THE TIMING OF ANY PRIOR APPROVAL --

4 MR. TRINCHERO: YOU MEAN WHY DO WE WANT THE NAPA VALLEY  
5 FIRST AND THEN --

6 THE CHAIRMAN: YES.

7 MR. TRINCHERO: I DON'T KNOW IF I CAN ANSWER THAT.

8 THE CHAIRMAN: THAT IS WHAT I AM SAYING. I AM NOT SURE  
9 THAT IT IS ANSWERABLE.

10 MR. TRINCHERO: AS THE REPRESENTATIVE OF THE NAPA  
11 VALLEY VINTNERS, WE WOULD JUST LIKE TO HAVE OUR APPELLATION NOW,  
12 AND THEN GO --

13 MR. GEORGE: IN THE INTEREST OF THE BUREAU'S BECOMING  
14 LESS UNFAIR AND LESS OPPRESSIVE --

15 MR. TRINCHERO: THOSE WERE NOT MY WORDS.

16 MR. GEORGE: YOU POSED SOME INTERESTING QUESTIONS IN  
17 YOUR LETTER TO US, AND I THINK THE ESSENCE OF THE RULE-MAKING  
18 PROCESS IS PUBLIC PARTICIPATION. AND PERHAPS YOU COULD POSE SOME  
19 ANSWERS TO THE QUESTIONS, SUBMIT IT TO THE BUREAU TO HELP US IN  
20 THE RULE-MAKING PROCESS. BECAUSE WHATEVER WE COME UP WITH IS ONLY  
21 GOING TO BE AS GOOD AS THE INPUT WE GET. AND I THINK THAT IS THE  
22 ESSENCE OF WHAT WE ARE DOING HERE.

23 MR. TRINCHERO: I SHOULD MENTION THAT THE LETTER WAS  
24 WRITTEN BY WILLIAM P. JAEGER, WHO IS PRESIDENT OF RUTHERFORD HILL,  
25 WHO IS A LAWYER. HOWEVER, THE ESSENCE IS THERE.

26 I WOULDN'T HAVE USED OPPRESSIVE.

27 MR. GEORGE: BUT WOULD YOUR ASSOCIATION BE WILLING TO  
28 SUBMIT SOME WRITTEN COMMENTS AND POSE ANSWERS TO THESE QUESTIONS?

1 MR. TRINCHERO: WE DEFINITELY WILL. YES.

2 THE CHAIRMAN: MR. GALLICCHIO, YOU ARE GOING TO WIND  
3 IT UP, I UNDERSTAND?

4

5 VICTOR GALLICCHIO,

6 FURTHER TESTIFIED AS FOLLOWS:

7 TWO MINUTES.

8 I THINK ONE OF THE THINGS THAT HAS TO BE CLARIFIED --  
9 WE ARE TALKING ABOUT SOME TECHNICAL THINGS, ONE BEING THAT WE ARE  
10 DISCUSSING THE SECTION 9. I AM SURE NOBODY HERE KNOWS WHAT IT IS.  
11 IT IS THE VITICULTURAL AREAS. WE ARE NOT DISCUSSING SECTION 4 OF  
12 THE FAA ACT, WHICH IS THE LABELLING FACTOR.

13 BUT, FIRST OF ALL, NAPA VALLEY IS A -- SHOULD I SAY A  
14 PRIVILEGE GIVEN TO THE NAPA COUNTY WINEMAKERS AND GROWERS, OR  
15 WHATNOT, IN LIEU OF THE WORDS NAPA COUNTY? AM I CORRECT ON THAT,  
16 MR. GRAHAM?

17 MR. GRAHAM: WHAT?

18 MR. GALLICCHIO: UNDER SECTION 4, WE ARE ALLOWED  
19 COUNTRIES, COUNTIES, AND WHATNOT AS APPELLATION OF ORIGIN. SO IT  
20 IS ACTUALLY NAPA COUNTY WE ARE TALKING ABOUT TODAY. NAPA VALLEY  
21 IS A SUB OR MICROCLIMATIC AREA THAT IS GOING UNDER SECTION 9; IS  
22 THAT CORRECT?

23 MR. GRAHAM: WE ARE DEFINING OR TRYING TO DEFINE WHAT  
24 THIS VITICULTURAL AREA IS.

25 MR. GALLICCHIO: UNDER SECTION 9?

26 MR. GRAHAM: CORRECT.

27 MR. GALLICCHIO: SO WHAT WE ARE SAYING IS, IF A PERSON  
28 IN "C" OVER HERE WANTS TO PUT ON HIS LABEL THE UNITED STATES, HE

1 CAN. IF HE WANTS TO PUT ON CALIFORNIA, HE CAN. IF HE WANTS TO  
2 PUT ON NAPA VALLEY, HE CAN. IF HE WANTS TO PUT ON CARNEROS, HE  
3 CAN.

4 I HAVE NO OBJECTIONS, AS I SAID AT THE FIRST, TO  
5 STATEMENTS WHERE THE BOUNDARIES ARE. BUT WE DO HAVE TO KEEP IN  
6 MIND SECTION 4 OF THE FAA ACT, THAT THE GEOPOLITICAL BOUNDARIES  
7 ARE A VERY IMPORTANT FACTOR HERE BECAUSE THAT IS WHAT GOVERNS  
8 SECTION 4 OF THE FAA ACT, COUNTIES, COUNTRIES, AND WHATNOT.

9 AND I AGREE WITH MRS. KIRK THAT IT DOES NOT MATTER IF  
10 WE HAD STAGS LEAP UP THERE OR GEYSER PEAK FIRST. EACH ONE HAS TO  
11 BE RULED ON ITS OWN MERITS.

12 THE REGULATIONS REQUIRE USGS MAPS, NOT A MAP PRODUCED  
13 BY MR. "X".

14 MR. MERRITT'S TESTIMONY LED ME TO BELIEVE THAT THE NAPA  
15 VALLEY AND THE SONOMA VALLEY WINE ARE THE SAME BECAUSE THE SOIL  
16 IS THE SAME. THEN HOW COME THEY USE A COUNTY LINE TO SEPARATE  
17 THEM FOR THE GREATER PART OF THEIR SEPARATION IN THE NORTHERN  
18 PART? WHAT IS BUENA VISTA DOING TODAY BECAUSE THE COUNTY LINE IS  
19 GOVERNING THEIR APPELLATION? IT GOES RIGHT THROUGH THEIR  
20 VINEYARD.

21 DO WE WANT TO NOW SAY THAT THEY CAN DO AS THEY PLEASE?  
22 I DO NOT THINK THAT IS FAIR TO THE CONSUMER. I THINK WE HAVE TO  
23 KEEP THE GEOPOLITICAL BOUNDARIES WHICH ARE UNDER SECTION 4  
24 PREDOMINANT. EITHER THAT, OR REWRITE NO. 4, WHICH WE ARE NOT  
25 DOING HERE TODAY. WE ARE REWRITING 9, WHICH IS VITICULTURAL AREAS,  
26 SUBSECTIONS OF THE UNITED STATES, COUNTIES, STATE, AND SO FORTH.  
27 THAT IS IT.

28 MR. GRAHAM: I WOULD JUST LIKE TO FURTHER COMMENT ON

1 WHAT MR. GALLICCHIO HAS SAID.

2 THE BUREAU HAS PERMITTED WELL-KNOWN VITICULTURAL AREAS  
3 AS FAR AS DESIGNATING WINES. FOR YEARS, THEY HAVE NEVER BEEN  
4 CLEARLY DEFINED. THE GREAT NAPA VALLEY IN THE SKY WAS VERY  
5 CONTROVERSIAL, TOO. WHERE IS IT?

6 THAT IS WHAT WE ARE HERE FOR. WE ARE TRYING TO DEFINE  
7 IT NOW. IT HAS BEEN USED FOR YEARS, AND IT GOES BACK TO THE NAPA  
8 VALLEY HEARINGS. THERE WAS CONTROVERSY HERE.

9 NORTH COAST HAS BEEN USED FOR YEARS. ALL WE ARE TRYING  
10 TO DO IS PUT A BOUNDARY, GEOGRAPHICAL BOUNDARY ON THESE THAT WILL  
11 CLARIFY, DEFINE FOR THE CONSUMER.

12 THANK YOU.

13 MR. GALLICCHIO: FOR THE RECORD, MR. DRAKE, I MIGHT SAY  
14 THAT WE HAVE NO OBJECTION TO A SONOMA-CARNEROS.

15 THE CHAIRMAN: THANK YOU.

16 I THANK YOU FOR YOUR PATIENCE. WE WENT QUITE A BIT  
17 LONGER THAN ONE OR TWO PEOPLE I THOUGHT WERE GOING TO COME.

18 THAT CONCLUDES THIS HEARING ON LOS CARNEROS. THANK YOU.  
19 (PROCEEDINGS CONCLUDED AT 2:00 P.M.)

20

21

22

23

24

25

26

27

28