

1 BEFORE THE DEPARTMENT OF THE TREASURY
2 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
3

4 IN THE MATTER OF)
5 HEARING FOR "NORTH COAST")
6 VITICULTURAL AREA)
7 _____

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9
10 THE ABOVE-ENTITLED MATTER CAME ON REGULARLY FOR HEARING
11 BEFORE THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS, AT THE
12 FEDERAL BUILDING, ROOM 113C, 777 SONOMA AVENUE, IN THE CITY OF
13 SANTA ROSA, COUNTY OF SONOMA, STATE OF CALIFORNIA, ON MONDAY,
14 THE 12TH DAY OF JANUARY, 1981, COMMENCING AT THE HOUR OF 9:30
15 A.M. THEREOF, BEFORE THE HONORABLE WILLIAM T. DRAKE, PRESIDING.
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17
18 TRANSCRIPT OF PROCEEDINGS
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24 REPORTED BY: SUSAN T. STANDISH, CSR No. 4473
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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

ROBERT V. MAES, C.S.P.

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1 MONDAY, JANUARY 12, 1981

9:30 A.M.

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

7 MY NAME IS BILL DRAKE. I AM THE ASSISTANT DIRECTOR OF
8 THE REGULATORY ENFORCEMENT FOR THE BUREAU OF ALCOHOL, TOBACCO AND
9 FIREARMS. THIS HEARING IS HELD PURSUANT TO SECTION 553 OF THE
10 ADMINISTRATIVE PROCEDURES ACT AND SECTION 5 OF THE FEDERAL ALCOHOL
11 ADMINISTRATION ACT. IT IS HELD FOR THE DUAL PURPOSE OF PERMITTING
12 THOSE INTERESTED IN THIS VITICULTURAL AREA PROPOSAL TO PARTICIPATE
13 IN THE RULE-MAKING PROCESS AND TO MAKE SURE ALL INFORMATION
14 RELEVANT TO THE ULTIMATE REGULATORY DECISION IS MADE AVAILABLE
15 TO THE BUREAU.

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

25 UNDER THIS SECTION OF THE FAA ACT, THE BUREAU ISSUED
26 REGULATIONS WHICH PROVIDE FOR A COMPREHENSIVE SCHEME FOR
27 APPELLATION-OF-ORIGIN LABELLING. WE FEEL THE APPELLATION-OF-
28 ORIGIN LABELLING INCLUDING THE USE OF AN APPROVED VITICULTURAL

1 AREA NAME WOULD HELP THE CONSUMER BETTER IDENTIFY THE WINES HE OR
2 SHE MAY WISH TO PURCHASE.

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

11 AFTER JANUARY 1, 1983, ONLY THE NAMES OF COUNTRIES,
12 STATES, COUNTIES, OR APPROVED VITICULTURAL AREAS MAY BE USED AS
13 APPELLATION-OF-ORIGIN IN WINE LABELLING AND ADVERTISING. TO
14 THIS END, ATF WAS PETITIONED TO ESTABLISH A VITICULTURAL AREA
15 HERE IN MENDOCINO, SONOMA, AND NAPA COUNTIES TO BE NAMED NORTH
16 COAST. COPIES OF THE PETITION ARE AVAILABLE FOR INSPECTION AT
17 THE REGISTRATION TABLE.

18 IN ORDER TO SOLICIT PUBLIC INPUT CONCERNING THE
19 ESTABLISHMENT OF THIS PROPOSED AREA, WE ISSUED A NOTICE OF PROPOSED
20 RULE MAKING NO. 360 ON DECEMBER 15, 1980. THE SPECIFIC BOUNDARIES
21 OF THE PROPOSED AREA ARE NOTED ON THE POSTED MAP AND IN NOTICE
22 NO. 360, WHICH IS ALSO AVAILABLE AT THE REGISTRATION DESK.
23 WRITTEN COMMENTS ON THE PROPOSED NORTH COAST VITICULTURAL AREA
24 WILL BE ACCEPTED UNTIL FEBRUARY 16, 1981. ORDERS FOR COPIES OF
25 ANY OR ALL DOCUMENTS WILL BE TAKEN AT THE REGISTRATION DESK FOR
26 LATER SHIPMENT. I WILL NOW INTRODUCE THE COURT REPORTER, WHO IS
27 SUSAN STANDISH, EMPLOYED BY THE MAES COMPANY, M-A-E-S, COMPANY,
28 FROM WHOM COPIES OF THE HEARING TRANSCRIPT WILL BE AVAILABLE.

1 THE ADDRESS OF THE MAES COMPANY IS 616 COLLEGE AVENUE, SANTA ROSA,
2 CALIFORNIA 95404.

3 FOR THE CONVENIENCE OF THE REPORTER, I ASK THAT YOU
4 PROVIDE HER WITH A COPY OF YOUR TESTIMONY, IF AVAILABLE, BEFORE
5 YOU BEGIN SPEAKING. I WOULD ALSO LIKE TO ASK YOU TO LIMIT YOUR
6 COMMENTS TO 10 MINUTES IF AT ALL POSSIBLE. WE HAVE IN EXCESS OF
7 27 PEOPLE WHO WISH TO PROVIDE TESTIMONY. IT CAN BE A VERY LONG
8 DAY.

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

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

28 WE HAVE PREPARED AN AGENDA OF SPEAKERS WHO WILL TESTIFY.

1 THE AGENDA FOR TODAY IS MR. HARRY SULLIVAN, MR. WILLIAM HEINTZ,
2 MR. RODNEY STRONG, MR. JIM CARTER -- YOU HAVE A JIM CARTER IN
3 CALIFORNIA THIS DAY AND AGE. IT MUST BE AN INTERESTING POSITION--
4 MR. JIM HUNTSINGER, MR. RICHARD THOMAS, MR. RICHARD KUNDEE, LEE
5 CHANDLER, GREGG NELSON, BEN VOLKHARDT, JR., ROBERT CARTY, JOHN
6 BROWN, ROSS STROMBERG, ALLAN JERGESEN, DR. CORNELIUS OUGH, JAMES
7 LIDER, PETER WINDREM, CHARLES L. SULLIVAN, JAMES TURNER, R.A.
8 BARTOLUCCI, DONALD GAYALDO, WILLIAM S. IRWIN, MYRON HOLDENRIED,
9 ROBERT MEYERS, JUSTIN MEYER, GENE SPERRING, BOB DWYER.

10 I WILL ALSO CALL UPON THE WITNESSES IN THAT ORDER. IF
11 ANYONE DESIRES TO SPEAK OUT OF ORDER BECAUSE OF TRAVEL ARRANGE-
12 MENTS, WE WILL ATTEMPT TO ACCOMMODATE THOSE PERSONS.

13 ANY PERSONS WHO DESIRE TO SPEAK OUT OF ORDER, PLEASE
14 APPROACH THE PANEL NOW. WE WILL ALSO HONOR REQUESTS, IF TIME
15 PERMITS, FOR ANYONE TO SPEAK WHO AT THIS POINT HAS NOT REQUESTED
16 TO SPEAK. WE WILL HONOR THOSE REQUESTS AFTER WE GET THROUGH WITH
17 THE LIST OF PEOPLE WHO HAVE ASKED TO TESTIFY.

18 FOR THE CONVENIENCE OF THE REPORTER, I ASK THAT EACH
19 WITNESS, BEFORE TESTIFYING, STATE THEIR FULL NAME AND WHO THEY REP-
20 RESENT, FOR THE RECORD, AND PLEASE SPELL THE LAST NAME. THANK YOU.

21 THE FIRST PRESENTATION WILL BE ON BEHALF OF THE
22 CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION, MR. HARRY
23 SULLIVAN.

24 NAPA, SONOMA, AND MENDOCINO COUNTIES PRESENTATION

25
26 HARRY SULLIVAN,

27 REPRESENTING THE CALIFORNIA NORTH COAST GRAPE GROWERS, TESTIFIED
28 AS FOLLOWS:

1 GOOD MORNING. MY NAME IS HARRY SULLIVAN, AND I AM THE
2 GROWER-REPRESENTATIVE FOR CALIFORNIA NORTH COAST GRAPE GROWERS.

3 ON BEHALF OF THE ASSOCIATION, I WELCOME YOU BOARD
4 MEMBERS TO SANTA ROSA AND TO THE REDWOOD EMPIRE, A PLACE LUTHER
5 BURBANK SAID IS THE CHOSEN SPOT OF ALL THE EARTH AS FAR AS NATURE
6 IS CONCERNED.

7 AS THE ASSOCIATION'S SPOKESPERSON, I THANK YOU FOR THE
8 OPPORTUNITY OF PRESENTING TESTIMONY ON THIS SUBJECT, THAT IS
9 IMPORTANT TO CONSUMERS, GROWERS, AND VINTNERS. ALSO, THE
10 ASSOCIATION EMPATHIZES WITH THE BUREAU ON THE COMPLEXITY OF THE
11 DECISIONS THAT THE BUREAU MUST MAKE REGARDING APPELLATION
12 DESIGNATIONS WITHIN THE COMING MONTH.

13 THE FOLLOWING INFORMATION SUBMITTED BY THE CALIFORNIA
14 NORTH COAST GRAPE GROWERS OFFERS FURTHER SUPPORT FOR THE
15 ESTABLISHMENT OF A VITICULTURAL AREA APPELLATION OF ORIGIN TERMED
16 "NORTH COAST." THE DOCUMENTATION IS BEING SUBMITTED IN ACCORDANCE
17 WITH REGULATION 27 CFR 4.25a, (e), VITICULTURAL AREA, AND 27 CFR
18 PART 9, SUBPART A. THIS SUPPLEMENTARY PETITION DELIMITING THE
19 NORTH COAST DOES NOT OR IS NOT INTENDED TO PRECLUDE OTHER
20 VITICULTURAL AREAS FROM EXISTING WITHIN THE BOUNDARIES OF THE
21 PROPOSED NORTH COAST APPELLATION.

22 THE FOLLOWING SUPPLEMENTAL EVIDENCE IS ORGANIZED UNDER
23 THE CATEGORIES ESTABLISHED UNDER PART 9:

24 ROMAN NUMERAL ONE, POINT 1. NUMEROUS WINERIES HAVE
25 EXPENDED THOUSANDS OF DOLLARS ADVERTISING LOCALLY AND NATIONALLY
26 THE VITICULTURAL AREA DESIGNATED AS NORTH COAST. AND IN MY NOTES
27 I HAVE "SEE APPENDIX I," AND, FOR THE BENEFIT OF THE AUDIENCE,
28 WE HAVE DOCUMENTED 18 WINERIES THAT HAVE BEEN USING THE NORTH⁰¹⁰

1 COAST APPELLATION, SEPARATE WINERIES, EITHER IN ADVERTISING OR IN
2 WINE LABELS THROUGHOUT THE STATE OF CALIFORNIA, AND, I SUSPECT, THE
3 COUNTRY AND THE WORLD. SO THERE ARE 18 WINERIES DOCUMENTED HERE.

4 THERE ARE ALSO WINERIES THAT HAVE DOCUMENTED NORTH
5 COAST COUNTIES, BUT, BECAUSE THE BUREAU HAS MADE A DECISION NOT
6 TO INCLUDE THE PHRASE NORTH COAST COUNTIES IN THAT, I HAVE NOT
7 INTRODUCED THAT TESTIMONY AT THIS TIME.

8 THE RESULT IS THAT WINE CONSUMERS HAVE BECOME EDUCATED
9 TO THE FACT THAT THE VITICULTURAL AREA THAT ENCOMPASSES NAPA,
10 SONOMA, AND MENDOCINO COUNTIES IS A UNIQUE AREA FOR PRODUCING
11 WINE GRAPES. HENCE, TO CHANGE THE BOUNDARIES OF THE AREA WOULD,
12 IN THE OPINION OF THE CALIFORNIA NORTH COAST GRAPE GROWERS,
13 DECEIVE AND CONFUSE THE CONSUMER.

14 POINT 2. THE NORTH COAST HAS BEEN REFERENCED IN
15 NUMEROUS MEDIA ARTICLES WITHIN THE LAST 100 YEARS. AND WE SAY
16 THERE, "SEE APPENDIX II." AND I WOULD LIKE TO CALL THE BOARD'S
17 ATTENTION FOR ONE MINUTE -- IF YOU COULD LOOK AT ROMAN NUMERAL II-F
18 IN THE BACK, PLEASE.

19 THEY HAVEN'T PERFECTED A XEROX MACHINE YET THAT COPIES
20 PINK, SO WHAT HAS HAPPENED, WE HAVE WITH II-F, COPYRIGHTED SINCE
21 1968, AN ADVERTISEMENT SHOWING THE THREE COUNTIES AS NORTH COAST,
22 AND IT HAS APPEARED IN THE WINES & VINES BUYER'S GUIDE FOR SEVERAL
23 YEARS. AND WHAT I AM POINTING OUT IS AT THE BOTTOM OF THE PICTURE
24 IT SHOULD SAY NORTH CALIFORNIA NORTH COAST GRAPE GROWERS
25 HEADQUARTERED IN UKIAH, CALIFORNIA. THE XEROX DROPPED THE PHRASE.

26 THESE PUBLICATIONS HAVE AIDED IN THE PROMOTION OF THE
27 NORTH COAST TO CONSUMERS AS WELL AS WINE INDUSTRY EXPERTS.

28 POINT 3. EVER SINCE ITS INCEPTION IN 1964, THE 011

1 CALIFORNIA NORTH COAST GRAPE GROWERS HAS SPENT THOUSANDS OF
2 DOLLARS WITHIN THE LIMITS OF AN APPROVED BUDGET TO PROMOTE THE
3 COUNTIES OF NAPA, SONOMA, AND MENDOCINO AS THE NORTH COAST
4 VITICULTURAL AREA FOR WINE GRAPES. THIS PROMOTION HAS BEEN AN
5 INTEGRAL PART OF THE ASSOCIATION'S BELIEF THAT THESE THREE
6 COUNTIES HAVE CONSISTENTLY PRODUCED QUALITY WINE GRAPES OVER THE
7 PAST 100 YEARS. EXPANDING THE VITICULTURAL AREA BOUNDARIES OR
8 REJECTING THE ENTIRE PETITION WOULD DO INJURY TO THE GROWERS IN
9 NAPA, SONOMA, AND MENDOCINO COUNTIES AS WELL AS CONFUSE THE
10 CONSUMERS OF THIS COUNTRY.

11 ROMAN NUMERAL 11, PART 9, IS ENTITLED HISTORICAL OR
12 CURRENT DATA THAT THE BOUNDARIES OF THE VITICULTURAL AREA ARE AS
13 SPECIFIED IN THE APPLICATION.

14 REGARDING HISTORICAL DATA, MR. WILLIAM F. HEINTZ OF
15 GLEN ELLEN, CALIFORNIA, WILL BE PRESENTING ORAL AND WRITTEN
16 TESTIMONY ON THIS CATEGORY.

17 NUMBER 2. REGARDING CURRENT DATA, THE PETITION
18 SUBMITTED ON SEPTEMBER 14, 1979, STRESSED THE FACT THAT THE
19 HISTORIC AND ADVERTISED NORTH COAST INCLUDES ONLY THE COUNTIES
20 OF NAPA, SONOMA, AND MENDOCINO. THE BUREAU OF ALCOHOL, TOBACCO,
21 AND FIREARMS HAVE, IN CORRESPONDENCE DATED OCTOBER 16, '74, AND
22 OCTOBER -- I'M SORRY -- AUGUST 4, '75, TAKEN THE SAME POSITION.
23 AND WE REFERENCE THAT IN APPENDIX NO. III IN THE BACK, THE TWO
24 PIECES OF CORRESPONDENCE.

25 ALSO, THE BUREAU SUPPORTED THIS POSITION WHEN IT
26 FROTESTED THE INCLUSION OF SOLANO COUNTY ON AN INGLENOOK NAVALLE
27 RUBY CABERNET WINE LABEL AND WHEN IT OBJECTED TO THE INCLUDING OF
28 LAKE COUNTY ON A KONOCTI CELLARS JOHANNISBERG RIESLING WINE LABEL.

1 HENCE, THE CALIFORNIA NORTH COAST GRAPE GROWERS FEELS THAT THE
2 BUREAU HAS A CLEAR VIEW OF THE BOUNDARIES AS SPECIFIED IN THE
3 APPLICATION.

4 ROMAN NUMERAL III IN PART 9. THE TOPIC IS EVIDENCE
5 RELATING TO THE GEOGRAPHICAL FEATURES WHICH DISTINGUISH THE AREA
6 FROM SURROUNDING AREAS.

7 NUMBER 1. THE CLIMATOLOGICAL DATA ANNUAL SUMMARY
8 PUBLISHED BY THE DEPARTMENT OF COMMERCE LISTS NAPA, SONOMA, AND
9 MENDOCINO COUNTIES WITHIN THE NORTH COAST DRAINAGE BASIN. OTHER
10 EASTERN GRAPE-GROWING AREAS IN CLOSE PROXIMITY TO THE ABOVE
11 COUNTIES ARE LOCATED IN THE SACRAMENTO DRAINAGE BASIN.

12 NUMBER 2. ACCORDING TO THE TEXT ENTITLED, "WEATHER OF
13 THE SAN FRANCISCO BAY REGION," BY HAROLD GILLIAM, THE COUNTIES OF
14 NAPA, SONOMA, AND MENDOCINO ARE AFFECTED BY FOG AND WIND WHICH
15 SEEK ACCESS THROUGH NATURAL LAND GAPS AND FUNNELS. SURROUNDING
16 LAND MASSES DO NOT EXPERIENCE THIS INLAND PENETRATION OF MARINE
17 AIR BECAUSE OF NATURAL GEOGRAPHICAL MOUNTAIN RANGES. ONE
18 INDICATION OF THIS COOLING AIR ON HOT SUMMER DAYS THAT DOES NOT
19 REACH LAKE AND SOLANO COUNTIES IS THE ABSENCE OF REDWOOD TREES IN
20 THESE TWO COUNTIES.

21 AND FOR THE BENEFIT OF THE AUDIENCE, WE HAVE APPENDIX
22 IV, WHICH SHOWS THE LOCATION OF STANDS OF NATURAL REDWOOD TREES.
23 AND IT IS DIAGRAMED, AND IT COMES OUT OF THE DISTRIBUTION OF
24 FOREST TREES IN CALIFORNIA, PUBLISHED IN 1972, SHOWING NO STANDS
25 OF TWO MILES ACROSS OR UNKNOWN SIZE IN LAKE AS WELL AS SOLANO
26 COUNTY.

27 ALSO, HANDBOOK 271 ENTITLED "SILVICS OF FOREST TREES
28 OF THE UNITED STATES," PUBLISHED BY THE UNITED STATES DEPARTMENT

1 OF AGRICULTURE, STATES THAT THE RANGE OF REDWOODS IS LIMITED TO
2 AREAS WHERE HEAVY SUMMER FOGS FROM THE OCEAN PROVIDE A HUMID
3 ATMOSPHERE. APPENDIX NO. IV REFLECTS NUMEROUS STANDS OF NATURAL
4 REDWOOD TREES GROWING IN NAPA, SONOMA, AND MENDOCINO COUNTIES.

5 IN 1944, PROFESSORS AMERINE AND WINKLER OF THE UNIVERSITY
6 OF CALIFORNIA DEVELOPED A METHOD FOR SEGREGATING GRAPE-GROWING
7 AREAS OF THE STATE. USING A PROCEDURE CALLED HEAT SUMMATION, THE
8 PROFESSORS DIVIDED CALIFORNIA INTO FIVE CLIMATIC REGIONS. I WAS
9 LESS THAN 2,500 DEGREE DAYS. REGION II WAS 2,501 TO 3,000 DEGREE
10 DAYS. REGION III, 3,001 TO 3,500 DEGREE DAYS. REGION IV WAS
11 3,501 TO 4,000 DEGREE DAYS. AND REGION V WAS 4,001 OR MORE DEGREE
12 DAYS. GENERALLY SPEAKING, THE BEST KNOWN AND HIGHEST QUALITY
13 AREAS FOR TABLE WINES ARE COOL AND FALL INTO REGIONS I, II, OR A
14 LOW III. IF THE TEMPERATURE IS HIGH, THE VINE PRODUCES SUGAR
15 FASTER THAN IF THE TEMPERATURE IS LOW, THUS AFFECTING THE FLAVOR
16 OF THE FRUIT.

17 IN REFERENCING THE TEXT GENERAL VITICULTURE BY WINKLER,
18 COOK, KLIEWER, AND LIDER; NAPA, SONOMA, AND MENDOCINO COUNTIES
19 ALL CONTAIN REGIONS I, II AND III. HOWEVER, THE COOLEST REGION
20 DOCUMENTED FOR LAKE COUNTY IS REGION III, AND SOLANO IS EVEN
21 WARMER YET WITH A REGION IV RATING. THIS EVIDENCE FURTHER
22 SUPPORTS THE CLAIM THAT THE NORTH COAST IS DISTINGUISHABLE FROM
23 SURROUNDING WINE GRAPE-GROWING AREAS.

24 POINT 4. MOST OF THE SOIL COMPRISING THE NORTH COAST
25 IS OF AN ALLUVIAL NATURE; THAT IS, IT IS SOIL MATERIAL THAT HAS
26 BEEN DEPOSITED BY WATER. HOWEVER, LOCAL UNITED STATES SOIL SURVEY
27 OFFICES HAVE VERIFIED THAT LAKE COUNTY CONTAINS LARGE QUANTITIES
28 OF WHAT THEY CALL CLEAR LAKE CLAY -- I DON'T KNOW IF THAT IS A
014 A

1 FORMAL NAME OR NOT, BUT THAT IS HOW THEY REFER TO IT -- AS WELL AS
2 A MASS OF ALLUVIAL SOIL THAT RESTS UPON A VOLCANIC DEPOSIT. ALSO,
3 SOLANO COUNTY SOILS ARE PRIMARILY ADOBE OR CLAY IN NATURE, EXCEPT
4 FOR THE NORTHEAST PORTION OF THE COUNTY, WHICH IS ALLUVIAL IN
5 CONTENT.

6 ROMAN NUMERAL IV UNDER SUB-PART 9. SPECIFIC BOUNDARIES
7 OF THE AREA. THE BOUNDARIES OF THE PROPOSED NORTH COAST
8 VITICULTURAL AREA HAVE PREVIOUSLY BEEN SUBMITTED UTILIZING USGS
9 STATE OF CALIFORNIA MAP, NORTH HALF, DESCRIBING THAT PORTION OF
10 THE STATE OF CALIFORNIA BEING THE COUNTIES OF NAPA, SONOMA, AND
11 MENDOCINO, MORE PARTICULARLY DESCRIBED AS FOLLOWS: BEGINNING AT
12 THE WESTERNMOST EXTENTION OF THE COMMON LINE BETWEEN MENDOCINO
13 COUNTY AND HUMBOLDT COUNTY AT ITS INTERSECTION WITH THE MEAN HIGH
14 TIDE OF THE PACIFIC OCEAN; THENCE ALONG AFOREMENTIONED COMMON LINE
15 BETWEEN SAID MENDOCINO COUNTY AND HUMBOLDT COUNTY LINE TO THE
16 COMMON CORNER OF MENDOCINO, HUMBOLDT AND TRINITY COUNTIES; THENCE
17 ALONG THE COMMON LINE BETWEEN MENDOCINO COUNTY AND TRINITY COUNTY
18 TO THE COMMON CORNER OF MENDOCINO, TRINITY AND TEHAMA COUNTIES;
19 THENCE CONTINUING ALONG THE NORTH COAST VITICULTURAL BOUNDARY
20 BEING THE COMMON LINE AS IT MEANDERS BETWEEN THE FOLLOWING NAMED
21 COUNTIES: MENDOCINO AND TEHAMA, MENDOCINO AND GLENN, MENDOCINO
22 AND LAKE, SONOMA AND LAKE, NAPA AND LAKE, NAPA AND YOLO, NAPA AND
23 SOLANO, SONOMA AND SOLANO AND THE COMMON LINE BETWEEN SONOMA AND
24 MARIN AND THE WESTERNMOST INTERSECTION THEREOF TO ITS INTERSECTION
25 WITH THE MEAN HIGH TIDE OF THE PACIFIC OCEAN BEING THE SOUTHWEST
26 CORNER OF THE NORTH COAST VITICULTURAL AREA; THENCE NORTH UP THE
27 COAST OF SONOMA AND MENDOCINO COUNTIES TO THE BEGINNING. IT IS
28 THE INTENT OF THIS DESCRIPTION TO DESCRIBE THE TOTAL -- IN TOTAL

1 THE AREA WITHIN NAPA, SONOMA, AND MENDOCINO COUNTIES AS BEING THE
2 WHOLE OF THE NORTH COAST VITICULTURAL AREA.

3 ADDITIONAL INFORMATION. THE FOLLOWING EVIDENCE DOES NOT
4 LEND ITSELF TO THE CATEGORIES DELINEATED UNDER PART 9. HOWEVER,
5 THE DATA IS SIGNIFICANT IN TERMS OF DEFINING THE NORTH COAST AS
6 NAPA, SONOMA, AND MENDOCINO COUNTIES.

7 POINT 1. WINE GRAPE ACREAGE HAS CONSISTENTLY BEEN
8 INCREASING IN THE NORTH COAST COUNTIES OVER THE PAST 100 YEARS.
9 HOWEVER, SURROUNDING AREAS HAVE VACILLATED IN AND OUT OF THE WINE
10 GRAPE-GROWING BUSINESS. THE 1979 CALIFORNIA FRUIT-AND-NUT-ACREAGE
11 REPORT SHOWED THAT BEARING AND NON-BEARING WINE GRAPE ACREAGE IN
12 NAPA, SONOMA, AND MENDOCINO COUNTIES TOTALED 62,672 ACRES. LAKE
13 COUNTY REPORTED 2,469 TOTAL ACRES, WHICH, FOR PURPOSES OF
14 COMPARISON, WOULD AMOUNT TO 4 PER CENT OF THE TOTAL FIGURE
15 MENTIONED ABOVE. ALSO, SOLANO COUNTY REPORTED 1,314 ACRES, WHICH
16 WOULD EQUAL 2 PER CENT OF THE TOTAL ACRES REPORTED ABOVE. IN
17 SHORT, THE AMOUNT OF ACREAGE CURRENTLY IN PRODUCTION IN LAKE AND
18 SOLANO COUNTIES REFLECTS A LACK OF HISTORICAL CONSISTENCY IN THE
19 VITICULTURE INDUSTRY.

20 POINT 2. NEARLY 200 BONDED WINERIES HAVE CHOSEN TO
21 LOCATE THEIR FACILITIES WITHIN THE BOUNDARIES OF NAPA, SONOMA,
22 AND MENDOCINO COUNTIES. THIS HAS RESULTED IN THOUSANDS OF
23 TOURISTS AND POTENTIAL WINE CONSUMERS IN VISITING THE AREA.
24 HOWEVER, ACCORDING TO THE 1981 POCKET ENCYCLOPEDIA OF CALIFORNIA
25 WINE PUBLISHED BY THE WINE APPRECIATION GUILD, ONLY THREE WINERY
26 OWNERS HAVE SELECTED LAKE COUNTY, AND THREE OTHER WINERY
27 ENTREPRENEURS HAVE CHOSEN SOLANO COUNTY IN WHICH TO LOCATE THEIR
28 PLANTS AND TASTING ROOM OPERATIONS. THE ACREAGE AND WINERY⁰¹⁶

1 INFORMATION PRESENTED ABOVE CONFIRMS THE NORTH COAST GRAPE GROWERS
2 CONTENTION THAT THERE EXISTS AN IDENTIFIABLE RECOGNITION BY
3 GROWERS, CONSUMERS, AND VINTNERS THAT THE VITICULTURAL AREA OF
4 NAPA, SONOMA, AND MENDOCINO COUNTIES IS A REGION WHICH, OVER A
5 GREAT NUMBER OF YEARS, PRODUCES FINE WINE GRAPES WHICH ARE UNIQUE
6 AND SIGNIFICANT IN CHARACTER.

7 POINT 3. THE DECEMBER 17, 1980, ISSUE OF THE CALIFORNIA
8 WINE REPORT PUBLISHED BY THE FEDERAL-STATE MARKET NEWS SERVICE OF
9 SAN FRANCISCO, CALIFORNIA, TABULATED WINERY PRICES AND GROWERS
10 FOR THE 1980 CRUSH. LAKE COUNTY NEVER APPEARED ON THE REPORT
11 BECAUSE NOT ENOUGH PRICE INFORMATION WAS AVAILABLE TO ESTABLISH
12 A MARKET. IF THAT IS THE CASE, THE COMMON SENSE CONCLUSION IS
13 THAT MANY TONS OF LAKE COUNTY GRAPES MUST HAVE ENDED UP IN WINE
14 POOLS OR ENDED UP -- AND I SAY UNFORTUNATELY -- ON THE GROUND.

15 ALSO, SOLANO COUNTY RANKED BEHIND NAPA, SONOMA, AND
16 MENDOCINO COUNTIES IN EVERY WINE GRAPE VARIETY IN TERMS OF DOLLARS
17 EARNED PER TON EXCEPT ONE, SYLVANER, IN WHICH IT TIED NAPA AT
18 \$400 PER TON. THIS SAME TREND CAN BE DOCUMENTED BY CONSULTING
19 THE LAST SEVERAL ISSUES OF THE "FINAL GRAPE CRUSH REPORT"
20 PUBLISHED BY THE CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE.
21 HENCE, THE CALIFORNIA NORTH COAST GRAPE GROWERS FEELS THAT THE
22 AREAS OF LAKE AND SOLANO COUNTIES ARE ATTEMPTING TO CAPITALIZE
23 ON THE CONSUMER RECOGNITION THAT NAPA, SONOMA, AND MENDOCINO
24 HAVE EARNED IN TERMS OF GROWING PREMIUM WINE GRAPES.

25 POINT 4. ANOTHER VARIABLE THAT DISTINGUISHES NAPA,
26 SONOMA, AND MENDOCINO COUNTIES FROM LAKE COUNTY IN TERMS OF WINE
27 GRAPES IS A SUBJECT TERMED PHYLLOXERA. PHYLLOXERA, THE NAME
28 GIVEN TO AN APHID THAT FEEDS ON VINE ROOTS, DESTROYED MANY OF THE

1 VINEYARDS IN THE LATE 1800'S. GROWERS WITHIN NAPA, SONOMA, AND
2 MENDOCINO COUNTIES RESTORED THEIR VINEYARDS WITH RESISTANT-
3 GRAFTED ROOTSTOCK. HOWEVER, LAKE COUNTY DID NOT REPLACE THEIR
4 DEAD VINES. WHEN THE VINEYARDS DIED OUT, SO DID THE PHYLLOXERA.
5 NOW THERE IS A QUARANTINE AROUND THE BOUNDARIES OF LAKE COUNTY,
6 AND ONLY VINES CERTIFIED PHYLLOXERA-FREE ARE ALLOWED WITHIN THE
7 COUNTY. THE RESULT IS THAT A HIGH PERCENTAGE OF LAKE COUNTY
8 VINEYARDS ARE GROWING ON THEIR OWN ROOTED VINES, WHICH IS NOT THE
9 CASE IN NAPA, SONOMA, AND MENDOCINO COUNTIES, WHICH ARE GRAFTED
10 VINES.

11 IN CONCLUSION, THE CALIFORNIA NORTH COAST GRAPE GROWERS
12 URGES THE BUREAU TO MAINTAIN THE CURRENT VITICULTURAL AREA KNOWN
13 AS NORTH COAST AND DEFINED AS NAPA, SONOMA, AND MENDOCINO COUNTIES
14 TO ALTER THE BOUNDARIES IN ANY WAY WOULD, IN THE OPINION OF THE
15 ASSOCIATION, DO A DISSERVICE TO THE WINE CONSUMER AS WELL AS THE
16 GROWERS AND WINERIES WITHIN THIS AREA. THE ASSOCIATION ADVOCATES
17 THAT OTHER COUNTIES OR AREAS WITHIN THOSE COUNTIES DEVELOP AND
18 TAKE WHATEVER STEPS THEY FEEL ARE NECESSARY TO PROTECT THE FINEST
19 WINES OF WHICH THEIR REGION IS CAPABLE OF PRODUCING. IN THAT WAY,
20 THE NORTH COAST VITICULTURAL AREA OF NAPA, SONOMA, AND MENDOCINO
21 COUNTIES WILL REMAIN INTACT AND IDENTIFIABLE TO FUTURE WINE
22 CONSUMERS, THUS REFLECTING THE INTENT OF THE BUREAU.

23 THAT IS THE END OF OUR TESTIMONY TO THE BOARD, MR.
24 CHAIRMAN. AND IF THERE ARE ANY QUESTIONS, I WOULD ENTERTAIN
25 THOSE AT THIS TIME.

26 THE CHAIRMAN: MR. SULLIVAN, THANK YOU.

27 TO YOUR KNOWLEDGE, ARE THERE ANY VINEYARDS THAT OVERLAP
28 PARTIALLY WITHIN THIS AREA AND PARTIALLY OUTSIDE OF IT? 018

1 MR. SULLIVAN: TO MY KNOWLEDGE, THERE IS ONE, TO BE
2 PERFECTLY HONEST.

3 THE CHAIRMAN: HOW WOULD YOU THINK WE SHOULD ADDRESS
4 THAT VINEYARD AND THE PRODUCT FROM THAT VINEYARD?

5 MR. SULLIVAN: I THINK I WOULD GO TO A BAR FIRST. THAT'S
6 A HARD QUESTION. IN MY OWN PERSONAL BIAS IN TERMS OF THE COUNTY
7 BOUNDARIES AS I UNDERSTAND IT, THERE IS ONE VINEYARD BETWEEN NAPA
8 AND LAKE COUNTY WHICH THE COUNTY BOUNDARY GOES THROUGH, IF I'M
9 NOT MISTAKEN.

10 I REALLY DON'T HAVE AN ANSWER FOR YOU TO BE PERFECTLY
11 FRANK.

12 THE CHAIRMAN: IF YOU CAN GET ONE, LET US KNOW.

13 MR. SULLIVAN: I WILL CERTAINLY DO THAT. I HAVE 30
14 DAYS TO REPLY, AS I UNDERSTAND.

15 MR. GEORGE: I HAD A COUPLE OF QUESTIONS.

16 MOST OF THE EVIDENCE THAT YOU HAVE PRESENTED HAS MORE
17 OR LESS GONE ALONG WITH THE HISTORICAL PERSPECTIVE ON COUNTY
18 APPELLATIONS, AND YOU HAVE SHOWN THAT THERE ARE THREE CLIMATE
19 DIFFERENCES BETWEEN NAPA, SONOMA, AND MENDOCINO, CLIMATE I, II, AND
20 III. DO YOU FEEL THAT THAT IS QUITE A DIFFERENCE IN CLIMATE?
21 AND WOULD THAT BE TOO LARGE A DIFFERENCE TO JUSTIFY ONE VITI-
22 CULTURAL AREA WITHIN THIS AREA?

23 MR. SULLIVAN: I THINK IT IS A VERY IMPORTANT
24 DISTINCTION IF IN SOME PART YOU SAY GEOGRAPHICAL DELINEATION OF
25 WHAT MAKES YOUR AREA DIFFERENT FROM SOME OTHER AREA, IF WE GO
26 WITH MR. WINKLER AND AMERINE'S THEORIES THAT IT IS IMPORTANT IN
27 GRAPE GROWING.

28 I THINK IT IS AN IMPORTANT DISTINCTION. I HAVE ~~HAD~~

1 SEVERAL VINTNERS TELL ME THAT GRAPES RIPEN A LOT FASTER IN LAKE
2 COUNTY, SHOWING THAT IT IS A HOTTER AREA. I HAVE BEEN IN LAKE
3 COUNTY AT TIMES MYSELF AT SOME OF THE RESORTS AT NIGHT WHEN IT
4 WAS VERY HARD TO GO TO SLEEP BECAUSE IT WAS VERY HOT.

5 WHAT I AM SAYING IS THAT IT DOES NOT COOL DOWN AS FAST
6 BECAUSE OF THE MARINE AIR WE HAVE TALKED ABOUT. I THINK IT IS
7 IMPORTANT. I WILL JUST DROP IT AT THAT.

8 MR. GEORGE: WOULD THERE BE ANY WAY OF DETERMINING THE
9 BOUNDARIES OTHER THAN COUNTY LINES?

10 MR. SULLIVAN: IS THERE ANOTHER METHOD? ANOTHER METHOD.
11 I SUSPECT THERE ARE. AND, IN ALL HONESTY, I DON'T KNOW HOW THAT
12 WOULD GO ABOUT. IF WE WERE TRYING TO BRING ABOUT A MORE FINITE
13 DEFINITION, AS I UNDERSTAND IT, THE -- EVERY COUNTY EXISTS WITHIN
14 ITS OWN VITICULTURAL AREA; IS THAT CORRECT? I HOPE I AM STATING
15 THAT CORRECTLY. THAT IS CORRECT? IN THE STATE OF CALIFORNIA?
16 OR APPELLATION?

17 MR. GEORGE: THAT'S RIGHT.

18 MR. SULLIVAN: AND IT SEEMS LIKE THAT IS THE METHODOLOGY
19 THAT I ASSUME IT IS THE BUREAU THAT HAS ESTABLISHED ON THIS. AND
20 I'M ACTUALLY TOSSING IT BACK AT YOU IS WHAT I AM SAYING. I AM
21 SURE THERE ARE OTHER WAYS OF DOING IT, BUT I DON'T THINK THAT
22 IT'S WITHIN MY PURVIEW TO DECIDE.

23 MR. GEORGE: IS THERE ANY VOLCANIC OR ADOBE SOILS
24 WITHIN NAPA, SONOMA, OR MENDOCINO COUNTIES?

25 MR. SULLIVAN: I'M SURE. TO WHAT EXTENT IN TERMS OF
26 PERCENTAGES, I COULD NOT QUOTE THAT. BUT I CHECKED VERBALLY
27 WITH THE SOIL SERVICES, AND I'M SURE THERE IS SOME PERCENTAGE.

28 MR. MINTON: I HAVE ONE. YOU MENTIONED THAT THE COOLEST

1 REGION IN LAKE COUNTY IS A REGION III.

2 MR. SULLIVAN: AS DOCUMENTED IN THE TEXT, YES.

3 MR. MINTON: THE COOLEST IN SOLANO IS A REGION IV?

4 MR. SULLIVAN: THAT'S CORRECT, SIR.

5 MR. MINTON: IN WHAT PART OF LAKE COUNTY IS THAT
6 REGION III LOCATED?

7 MR. SULLIVAN: UNFORTUNATELY, THE TEXT IS IN THE TRUNK
8 OF MY CAR, BUT -- CAN I POINT IT OUT ON THE MAP?

9 MR. MINTON: SURE.

10 MR. SULLIVAN: ON THE TEXT BY WINKLER AND AMERINE
11 WHERE THEY HAD TAKEN THE INFORMATION, THEY HAD LINES STRAIGHT
12 UP AND DOWN, WHICH INDICATED REGION IV, TOM. AND IT WAS KIND OF
13 IN THIS REGION HERE AND THIS REGION HERE. I WOULD SAY NORTH AND
14 SOUTH OF CLEAR LAKE IF YOU HAD TO DRAW A LINE IN TERMS OF
15 GEOGRAPHY, BUT PROBABLY NOT HERE AROUND FINLEY AND MOUNT KONOCTI,
16 AND, I GUESS, UPPER LAKE IS THE TERM FOR THAT PARTICULAR TOWN.

17 MR. MINTON: AND THIS BOOK WAS WRITTEN IN 1944?

18 MR. SULLIVAN: THE COPYRIGHT THAT I GOT THIS MAP OUT OF
19 IS 1978. THEY'VE UPDATED IT SEVERAL TIMES.

20 MR. MINTON: ARE THESE FIGURES UPDATED OR --

21 MR. SULLIVAN: YES, SIR, THEY ARE.

22 MR. MINTON: THERE ARE NO REGION III'S IN SOLANO
23 COUNTY?

24 MR. SULLIVAN: THAT'S CORRECT.

25 MRS. KIRK: I WOULD LIKE TO DIRECT A QUESTION WITH
26 RESPECT TO AN ITEM YOU HAD IN YOUR PETITION. YOUR PETITION STATES
27 THAT THERE IS CLEAR LEGAL PRECEDENCE FOR THE PROTECTION OF THE
28 TERM NORTH COAST AS A TRADE NAME. IS THE TERM REGISTERED ~~IN~~ ANY

1 WAY AS A TRADEMARK?

2 MR. SULLIVAN: YES. THE COPYRIGHTED ARTICLE THAT I
3 TALKED ABOUT, THIS PARTICULAR APPENDIX, IS COPYRIGHT AND
4 REGISTERED. THAT'S THE ANSWER.

5 MRS. KIRK: WHAT DATE WAS THAT?

6 MR. SULLIVAN: THAT STARTED IN 1968.

7 MRS. KIRK: COULD YOU TELL ME HISTORICALLY WHEN THE USE
8 OF THE TERM NORTH COAST CAME ABOUT?

9 MR. SULLIVAN: I'M GOING TO LET MR. HEINTZ DO THAT,
10 FRANKLY; BUT, OF COURSE, OUR ASSOCIATION HAS IN THE RECENT
11 HISTORY PROMOTED THAT SINCE 1964, SINCE ITS INCEPTION, WHICH I
12 TALKED ABOUT BRIEFLY. BUT HISTORICALLY, MR. WILLIAM HEINTZ WILL
13 DOCUMENT THAT.

14 MRS. KIRK: PRIOR TO 1968, WERE THERE ANY WINERIES USING
15 THE TERM NORTH COAST ON THEIR LABELS OUTSIDE OF NAPA, MENDOCINO,
16 SONOMA COUNTIES?

17 MR. SULLIVAN: IN ALL HONESTY, I DON'T KNOW. MAYBE
18 ONE OF OUR BOARD DIRECTORS COULD ANSWER THAT QUESTION, BUT I'M
19 NOT AWARE OF ANY. THERE MAY HAVE BEEN, HOWEVER. I'LL BE HONEST
20 ABOUT THAT.

21 A VOICE: THERE HAVE BEEN NO WINERIES THAT WE KNOW OF
22 THAT HAVE USED NORTH COAST ON THEIR LABELS.

23 MRS. KIRK: MY NEXT QUESTION WOULD BE WITH RESPECT TO
24 THE DOCUMENT THAT YOU HANDED US, PAGE 3.

25 MR. SULLIVAN: OKAY.

26 MRS. KIRK: WITH RESPECT TO TEMPERATURE, YOU INDICATED
27 WHAT EFFECT TEMPERATURE HAS ON THE GRAPES THEMSELVES WITH RESPECT
28 TO SUGAR. IN ITEM 4 YOU POINT OUT THE VARIOUS SOILS THAT ~~02~~ EXIST

1 IN THE PROPOSED NORTH COAST COUNTIES AND DISTINGUISH THAT SOIL
2 FROM THE SOILS IN LAKE COUNTY AND SOLANO COUNTY. CAN YOU TELL ME
3 WHAT THE EFFECT OF THE DIFFERENT SOILS WOULD BE ON A PARTICULAR
4 GRAPE? YOU SAY, WITH RESPECT TO TEMPERATURE, THAT IT AFFECTS THE
5 SUGAR. COULD YOU BE SPECIFIC, IF POSSIBLE?

6 MR. SULLIVAN: I THINK I WOULD PROBABLY NEED ONE OF THE
7 SOIL SURVEY PEOPLE THAT I TALKED TO ON THE PHONE TO BE HERE TO
8 ANSWER THAT, BUT I THINK YOU HAVE TO GO ALMOST COUNTY BY COUNTY
9 TO SEE. THERE ARE CERTAIN SOILS THAT HAVE BEEN DOCUMENTED THAT
10 ARE CONDUCIVE TO GROWING A PARTICULAR GRAPE VARIETY, AND OUR
11 CONCERN WAS WAS THE AMOUNT OF CLAY -- WHETHER THAT WOULD PRODUCE
12 A GOOD GRAPE. AND I DON'T HAVE THE VARIETIES BY ACREAGE IN LAKE
13 COUNTY. I DO KNOW THERE IS A LOT OF CABERNET AND MERLOT PLANTED.

14 I AM ALSO TOLD IN THEORY THAT RIVER-BOTTOM SOIL,
15 VINEYARDS THAT FOLLOW RIVER BOTTOMS -- SOMETIMES YOU'VE GOT TO
16 PLANT THE RIGHT VARIETIES BECAUSE THE ROOTS REACH DOWN DEEP, AND
17 IN SOME PLACES, THEN YOU GET TOO MUCH DAMPNES IN SOME CASES,
18 AND YOU GET JUST TOO MUCH DAMPNES FROM THE RIVER IN TOO CLOSE
19 PROXIMITY.

20 BUT TO TELL YOU WHAT ACTUAL EFFECT IT WOULD HAVE ON
21 EVERY PARTICULAR SOIL AND GRAPE VARIETY -- IT IS VERY HARD FOR ME
22 TO DO THAT, FRANKLY. I COULD CERTAINLY DO SOME RESEARCH AND
23 DOCUMENT THAT AND GET THAT TO YOU WITHIN 30 DAYS, IF THAT IS ANY
24 HELP.

25 MRS. KIRK: MAYBE I SHOULD GET A MORE SPECIFIC
26 QUESTION.

27 MR. SULLIVAN: OKAY.

28 MRS. KIRK: CAN YOU DISTINGUISH THE TYPE OF GRAPE²³

1 VARIETIES WHICH ARE GROWN IN THE PROPOSED NORTH COAST AREA AND,
2 FOR EXAMPLE, BETWEEN LAKE AND SONOMA COUNTIES? DO THEY GROW THE
3 SAME VARIETIES?

4 MR. SULLIVAN: YES. THERE ARE A LOT OF SIMILAR VARIE-
5 TIES. THAT IS TRUE. CABERNET AND MERLOT IS PLANTED THROUGHOUT
6 THE NORTH COAST AS WE PROPOSED IT, THE THREE COUNTIES, AS WELL AS
7 LAKE. IN THEORY, IN GENERAL PRACTICE THE NORTH COAST HAS BEEN
8 KNOWN FOR DRY TABLE RED WINES, AND I BELIEVE, IF I AM NOT
9 MISTAKEN, THAT SOLANO HAS BEEN KNOWN FOR A LOT OF THEIR WHITE
10 GRAPES. BUT TO GET ANY MORE PRECISE THAN THAT, I DON'T HAVE THE
11 DATA AVAILABLE, FRANKLY.

12 MR. MINTON: IN YOUR PETITION, YOU MENTION THAT ONE OF
13 THE FACTORS THAT MAKE THIS PROPOSED AREA UNIQUE -- AND YOU USE THE
14 WORD UNIQUE -- WAS THAT THE -- DURING THE RIPENING WEEKS, THE
15 WATER TABLE LOWERED. ISN'T THAT KIND OF CONSISTENT THROUGHOUT
16 THE LARGER AREAS THAN JUST THESE THREE COUNTIES DURING THE SUMMER
17 IN NORTHERN CALIFORNIA?

18 MR. SULLIVAN: YES, TOM, IT IS CONSISTENT, I THINK, IN
19 GENERAL. HOWEVER, IN A WAY THAT -- THAT WAS OUR ORIGINAL PETITION?

20 MR. MINTON: YES.

21 MR. SULLIVAN: A YEAR AND A HALF AGO. IN RETROSPECT,
22 I DON'T KNOW IF THAT IS AS STRONG A POINT, IN ALL HONESTY, BECAUSE,
23 HONESTLY, IF THE WATER TABLE IS LOWERING, THERE IS DIFFERENT
24 RAINFALL. YOU CAN ALWAYS SUPPLEMENT WITH IRRIGATION. SO I DON'T
25 KNOW IF THAT IS SUCH A VALID POINT AS WHEN WE ORIGINALLY SUBMITTED
26 THE PETITION.

27 THE CHAIRMAN: I HAVE ONE QUESTION.

28 ARE THERE ANY MEMBERS OF YOUR GROWING ASSOCIATION WHO

1 OPPOSED THIS PETITION?

2 MR. SULLIVAN: WE DID NOT RECENTLY CANVASS OUR WHOLE
3 MEMBERSHIP IN THE THREE COUNTIES OF WHICH, I THINK, WE HAVE NOW
4 A LITTLE OVER 500 PEOPLE ON THE MAILING LIST. WE DID NOT CANVASS
5 THEM AND SAY RECENTLY -- I'M SORRY. OPPOSE OUR PETITION FOR
6 NORTH COAST AS WE DEFINE IT? NO.

7 AS FAR AS I KNOW, NOBODY HAS CALLED ME OR COME UP TO ME
8 AND SAID THAT. WE'VE TALKED ABOUT IT IN SEVERAL NEWSLETTERS
9 PRIOR TO THIS MEETING.

10 WE DO HAVE A GROWER OR TWO THAT BELONG TO THE ASSOCIATION
11 THAT WILL BE HERE TO SPEAK FOR THE PETITION. BUT NO ONE HAS
12 OPPOSED IT OR SAID, "HEY, LET'S INCLUDE THESE OTHER SECTIONS."

13 MR. MINTON: IT IS A RATHER LARGE AREA, AS MR. GEORGE
14 MENTIONED. THERE ARE DEFINITE DIFFERENT GEOGRAPHICAL AND
15 CLIMATICAL AREAS WITHIN IT. HOW MANY VINEYARDS ARE REALLY
16 LOCATED IN THE NORTHERN HALF OF MENDOCINO COUNTY? IS THERE A LOT
17 UP THERE?

18 MR. SULLIVAN: I WOULD SAY IN TERMS OF THE NORTHERN
19 PART, I KNOW POTTER VALLEY HAS TRADITIONALLY BEEN A GRAPE-GROWING
20 AREA, WHICH IS IN THE NORTHERN PART. QUITE FRANKLY, TOM, AFTER
21 THAT, I DON'T HAVE ANY MORE DATA IN MY MIND.

22 WE HAVE RECORDS IN THE OFFICE SHOWING GROWERS AND
23 ACREAGE, AND I COULD CERTAINLY, AGAIN, DOCUMENT THAT AND SUBMIT
24 THAT.

25 MR. MINTON: I WOULD APPRECIATE THAT IF YOU WOULD.

26 MR. GEORGE: SPECIFICALLY TO YOUR RECOLLECTION, HOW
27 MUCH FURTHER NORTH OF WILLITS DOES YOUR ASSOCIATION HAVE VINEYARDS?

28 MR. SULLIVAN: DIRECTORS ARE NODDING NONE AT THIS POINT.

1 MR. MINTON: MOST OF THE INFORMATION HERE IS AGAINST
2 LAKE AND SOLANO, BUT YOU DID NOT MENTION HUMBOLDT OR TRINITY.
3 WHY DOES THE LINE END JUST NORTH OF MENDOCINO?

4 MR. SULLIVAN: BECAUSE I SUSPECT, TOM, IF YOU WENT THAT
5 FAR NORTH, YOU WOULD FIND VERY FEW OR NO VINEYARDS AT ALL. THAT
6 COULD BE DOCUMENTED, ALSO.

7 MR. MINTON: OKAY. THANK YOU.

8 THE CHAIRMAN: ANY OTHER QUESTIONS?

9 MR. SULLIVAN, THANK YOU VERY MUCH.

10 MR. SULLIVAN: THANK YOU.

11 THE CHAIRMAN: MR. HEINTZ.

12

13

WILLIAM F. HEINTZ,

14 HISTORIAN, ON BEHALF OF THE CALIFORNIA NORTH COAST GRAPE GROWERS,
15 TESTIFIED AS FOLLOWS:

16 I DO NOT HAVE COPIES OF MY REPORT AVAILABLE AT THE
17 MOMENT. I WILL HAVE THEM WHEN I HAVE THEM RETYPED AGAIN. I HAVE
18 MADE SOME CHANGES THIS MORNING AND YESTERDAY, AND I WILL HAVE A
19 COPY TO YOU AS WELL AS TO THE STENOGRAPHER.

20 LADIES AND GENTLEMEN FROM ATF, WELCOME TO SONOMA
21 COUNTY. THERE IS MUCH DISPUTE NOW, I READ IN THE NEWSPAPERS, AS
22 TO THE ORIGIN OF MAN, AS TO WHETHER THE ORIGIN OF MAN AS IT IS
23 TAUGHT IN THE BOOK OF GENESIS IN THE BIBLE SHOULD BE TAUGHT IN
24 SCHOOLS, OR THE DARWINIAN THEORY. IN SONOMA COUNTY, WE BELIEVE
25 THERE IS ONLY ONE THING WRONG WITH THE TEACHING OF EITHER THEORY,
26 AND THAT IS THAT WHEN GOD CREATED HEAVEN AND EARTH, HE MUST HAVE
27 BEGUN HERE. WE BELIEVE THAT THE GARDEN OF EDEN CERTAINLY WAS
28 LOCATED HERE, PROBABLY IN SONOMA COUNTY, EVEN THOUGH YOU HAVE

1 NEVER BEEN TAUGHT THAT. AND WE BELIEVE THAT IF THE DARWINIAN
2 THEORY IS GOING TO BE TAUGHT IN SCHOOLS, THEN MAN MUST HAVE REALLY
3 STOOD UP THE FIRST TIME HERE IN SONOMA IN THE NORTH COAST TO
4 REACH FOR SOME OF OUR BEAUTIFUL GRAPES.

5 MY NAME, INCIDENTALLY, IS WILLIAM F. HEINTZ. I AM A
6 PROFESSIONAL WINE HISTORIAN. I MAINTAIN AN OFFICE IN SONOMA,
7 CALIFORNIA. I HAVE BEEN ASKED BY THE NORTH COAST GRAPE GROWERS
8 ASSOCIATION TO PRESENT AN OVERVIEW OF THE HISTORY OF THE NORTH
9 COAST. I HAVE, INCIDENTALLY, UNDERTAKEN IN-DEPTH HISTORICAL
10 RESEARCH WORK FOR DOZENS OF WINERIES IN CALIFORNIA AS WELL AS
11 RESEARCH INTO THE HISTORY OF SPECIFIC WINE REGIONS, VALLEYS, OR
12 OTHER GEOGRAPHIC BOUNDARIES. AND I HAVE BEEN EMPLOYED IN THIS
13 PURSUIT FULL TIME FOR THE PAST 10 YEARS.

14 I BELIEVE THAT TO FULLY UNDERSTAND WHAT THE GEOGRAPHIC
15 BOUNDARIES OF A CALIFORNIA NORTH COAST WINE APPELLATION SHOULD BE,
16 IT IS NECESSARY TO FIRST GO BACK TO THE VERY ORIGINS OF THE TERM
17 ITSELF. FORTUNATELY, WE WON'T HAVE TO SPEND AS MUCH TIME AS
18 DARWIN DID IN FIGURING OUT HIS THEORIES. AND, AFTER HUNDREDS OF
19 HOURS OF READING THROUGH MANY, MANY DOCUMENTS AND LITERATURE AND
20 NEWSPAPERS OF THE 19TH CENTURY, I THINK I HAVE ACTUALLY FOUND
21 THE ANSWER TO THAT QUESTION. AND I WILL GET TO IT IN JUST ONE
22 MOMENT.

23 YOU KNOW, UNTIL THE FOUNDING OF THE BOARD OF STATE
24 VITICULTURAL COMMISSIONERS IN CALIFORNIA IN 1880, THERE WAS NO
25 COMPELLING REASON WHY THE STATE SHOULD BE DIVIDED INTO VITICULTURAL
26 AREAS. THE CREATION OF THAT BOARD REQUIRED THAT IT BE COMPOSED
27 OF COMMISSIONERS REPRESENTING THE DISTINCT SECTIONS OF THE STATE
28 OF CALIFORNIA. I WOULD LIKE TO READ VERY BRIEFLY FROM AN ACTUAL

1 COPY OF THE FIRST ANNUAL REPORT OF THE BOARD OF STATE VITI-
2 CULTURAL COMMISSIONERS. IT WAS FORMED IN 1880, DISBANDED IN
3 1895. THIS IS THE ACT OF LEGISLATURE OF CALIFORNIA CREATING
4 THE BOARD:

5
6 "THERE SHOULD BE APPOINTED BY THE GOVERNOR
7 A BOARD OF STATE VITICULTURAL COMMISSIONERS TO
8 CONSIST OF NINE MEMBERS, TWO TO BE APPOINTED
9 FROM THE STATE AT LARGE AND ONE TO BE APPOINTED
10 FROM EACH OF THE SEVEN VITICULTURAL DISTRICTS,
11 WHICH SHALL BE AS FOLLOWS:

12 "FIRST, THE SONOMA DISTRICT, WHICH SHOULD
13 INCLUDE THE COUNTIES OF SONOMA, MARIN, LAKE,
14 MENDOCINO, HUMBOLDT, DEL NORTE, TRINITY, AND
15 SISKIYOU.

16 "SECOND, THE NAPA DISTRICT, WHICH SHALL
17 INCLUDE THE COUNTIES OF NAPA, SOLANO, AND CONTRA
18 COSTA.

19 "THIRD, THE SAN FRANCISCO DISTRICT, WHICH
20 SHALL INCLUDE THE CITY AND COUNTY OF SAN FRANCISCO,
21 AND THE COUNTIES OF SAN MATEO, ALAMEDA, SANTA
22 CLARA, SANTA CRUZ, SAN BENITO, AND MONTEREY."

23
24 ON SOUTH, THERE WAS A LOS ANGELES DISTRICT, SAN
25 JOAQUIN, AND EL DORADO DISTRICTS.

26 I WON'T DETAIL ANY FURTHER THE BREAKDOWN OF THOSE
27 LISTINGS EXCEPT, AGAIN, TO POINT OUT THAT THE FIFTH DISTRICT WAS
28 LOS ANGELES; SIXTH, SAN JOAQUIN, AND SO ON. I HAVE NEVER ACTUALLY

1 BEEN ABLE TO LOCATE DOCUMENTS WHICH MIGHT EXPLAIN THE REASONING
2 OF THE BOARD OF VITICULTURAL COMMISSIONERS IN CREATING THESE
3 SEVEN DISTRICTS, BUT I ASSUME IT WAS BASED ON SOME SIMILARITIES
4 AS CLIMATE, GEOGRAPHY, AND SO ON.

5 INTERESTINGLY ENOUGH, THERE IS NO REFERENCE TO THE TERM
6 NORTH COAST IN THAT VOLUME, BUT, NOT LONG AFTER THIS WAS ISSUED,
7 THE UNIVERSITY OF CALIFORNIA, ITS AGRICULTURAL EXPERIMENT
8 STATION, ISSUED A BULLETIN, WHICH, I BELIEVE, GIVES US THE FIRST
9 USE OF THE TERM NORTH COAST, AND ESPECIALLY AS IT APPLIES TO
10 VITICULTURE.

11 THE BULLETIN IS ENTITLED "EXAMINATION OF SOILS FROM
12 THE NORTHERN COAST RANGE REGION." THE AUTHOR WAS THE DISTIN-
13 GUISHED PIONEER PROFESSOR OF VITICULTURE AT THE UNIVERSITY,
14 E.W. HILGARD. AND THE DATE IS DECEMBER, 1884. THE SUBJECT
15 COVERS A BRIEF LOOK AT THE SOILS OF NAPA VALLEY AND SEVERAL OTHER
16 CLOSE-IN VALLEYS.

17 FOUR YEARS LATER, A WRITER FROM THE NEW YORK TIMES
18 BORROWED PART OF HILGARD'S PHRASE IN ATTEMPTING TO DESCRIBE THE
19 SPECIAL WINE-PRODUCING REGIONS OF CALIFORNIA. THIS IS AN ISSUE
20 OF JANUARY 10, 1888, AND I QUOTE: "THERE ARE THREE DISTINCT
21 WINE DISTRICTS IN CALIFORNIA." HE USES ONLY THREE, THE COAST
22 RANGE DISTRICT, WHICH INCLUDES SONOMA, LAKE, NAPA, ALAMEDA, SANTA
23 CRUZ, AND SANTA CLARA COUNTIES. HIS SECOND DISTRICT IS THE
24 SIERRA NEVADA FOOTHILLS. THE THIRD IS THE SOUTHERN DISTRICT,
25 EMBRACING SAN BERNARDINO, LOS ANGELES, SAN DIEGO, AND FRESNO.

26 THE REASON HE STATED THERE HAD TO BE THREE DISTRICTS
27 WAS TO EXPLAIN THE DIFFERENT QUALITY OF WINE. AND HE SAYS THE
28 FIRST, THE COAST RANGE DISTRICT, EXCELS ON THE WHOLE IN ITS WHITE

1 AND RED ACID WINES. THE SECOND PRODUCES MOST EXCELLENT DRY WINES,
2 AND THE THIRD EXCELS IN PORT, SHERRY, AND OTHER SWEET AND HEAVY
3 WINES.

4 NOW, IN THE SAME YEAR, CALIFORNIA'S MOST FAMOUS
5 ENVIRONMENTALIST -- AND I WAS SURPRISED TO FIND THIS LITTLE FACT.
6 THE MOST FAMOUS ENVIRONMENTALIST IN THE 19TH CENTURY, A MAN
7 NAMED JOHN MUIR, PUBLISHED A BOOK CALLED PICTURESQUE CALIFORNIA.
8 ONE CHAPTER IS ENTITLED "THE FOOTHILL REGION OF THE NORTHERN
9 COAST RANGE" AND HE NAMES THE THREE COUNTIES, SONOMA, NAPA, AND
10 SOLANO COUNTIES.

11 AND BARELY A YEAR AFTER THAT, THE MOST WIDELY READ
12 MAGAZINE IN AMERICA, HARPER'S, CARRIED A LENGTHY STORY ON
13 CALIFORNIA'S WINE INDUSTRY WITH THIS COMMENT:

14 "THE TWO BEST-KNOWN VALLEYS -- THOSE
15 HAVING SOILS AND CLIMATE BOTH ADAPTED
16 FOR THE PRODUCTION OF THE CHOICEST
17 GRAPES FROM THE MEDOC, BORDEAUX, AND
18 RHINE VALLEY DISTRICT -- ARE SONOMA
19 AND NAPA. THEY ARE NORTH OF SAN
20 FRANCISCO AND ARE GUARDED BY THE HILLS
21 OF THE COAST RANGE."

22 THUS, BY THE DATE OF THIS ARTICLE, MARCH, 1889, WE HAVE
23 FOUR IMPORTANT EXAMPLES OF PUBLISHED REFERENCES TO THE TERM NORTH
24 COAST OR SLIGHT VARIATIONS THEREOF, AND WE ALSO HAVE AN OBVIOUS
25 ATTEMPT AT NARROWING THE DEFINITIONS OF WHAT THE PHRASES SHOULD
26 BE.

27 NOW, THE NORTH COAST WINE DISTRICT BY 1890, AS GENERALLY
28 UNDERSTOOD, WAS A BROAD PHRASE APPLIED TO MANY COUNTIES IN AND

1 ABOUT THE ENTIRE SAN FRANCISCO BAY REGION, IN SPITE OF SUCH
2 ATTEMPTS AS I HAVE JUST QUOTED IN MAGAZINES SUCH AS HARPER'S.

3 IT IS INTERESTING THAT MOST PEOPLE DON'T REALIZE THAT
4 MARIN COUNTY, FOR EXAMPLE, WAS ONCE A PART OF THE NORTH COAST IN
5 THAT IT HAD A VERY THRIVING WINE INDUSTRY. I HAVE HERE AN
6 ORIGINAL COPY OF A DOCUMENT, AGAIN PUBLISHED BY THE BOARD OF
7 VITICULTURAL COMMISSIONERS OF CALIFORNIA, WHICH IS A DIRECTORY OF
8 EVERY GRAPE GROWER, WINEMAKER, AND DISTILLER OF CALIFORNIA,
9 PUBLISHED IN 1891. MARIN COUNTY IS LISTED IN THERE AS HAVING
10 15 GRAPE GROWERS, 477 ACRES OF WINE GRAPES, AND TWO WINERIES.

11 MENDOCINO COUNTY IS LISTED ON PAGE 80 OF THIS DOCUMENT.
12 IT HAD AT THAT TIME 20 VINEYARDISTS. IT HAD ONLY 190 ACRES OF
13 WINE GRAPES. IT HAD TWO WINERIES; ONE OF THOSE, INCIDENTALLY,
14 BEING OF A MAN NAMED F. PETERS OF CALPELLA. THE PETERS BROTHERS
15 WERE FROM GERMANY AND SETTLED IN MENDOCINO IN 1880 AND BEGAN
16 MAKING WINE THAT SAME YEAR UP THERE. THE SANTA ROSA DEMOCRAT
17 OF APRIL 16, 1880, DESCRIBES THIS WINEMAKING IN DETAIL. THIS
18 INDICATES HOW EARLY WINEMAKING BEGAN IN MENDOCINO COUNTY COMPARED
19 WITH WHAT IS PRESENTLY KNOWN.

20 LAKE COUNTY AT THIS POINT IS ALSO LISTED IN THIS VOLUME.
21 IT HAD 1,061 ACRES IN GRAPES AND SEVEN WINEMAKERS; SOLANO HAD
22 3,527 ACRES IN GRAPES TOTALLY, ONE-THIRD BEING TABLE; AND, OF
23 COURSE, NAPA IS LISTED AS 18,229 ACRES; AND SONOMA WITH 22,683.

24 RATHER IRONICALLY, IT WAS AGAIN THE UNIVERSITY OF
25 CALIFORNIA AND THE EXPERIMENT STATION THAT ORIGINATED THE IDEA
26 THAT NORTH COAST DID NOT OR PERHAPS SHOULD NOT INCLUDE THE COUNTIES
27 SITUATED SOUTH OF SAN FRANCISCO.

28 IN A REPORT OF THE WORK OF THE AGRICULTURAL EXPERIMENT

1 STATION OF THE UNIVERSITY FROM 1901 TO 1903, THERE IS A REPORT
2 LABELED "SOUTHERN COAST RANGE," AND ITS LOCATION WAS NEAR PASO
3 ROBLES, SAN LUIS OBISPO COUNTY.

4 A PORTION OF THIS REPORT DETAILS THE PROBLEMS OF
5 GROWING GRAPES IN SAN LUIS OBISPO. TO THE UNIVERSITY, THEN, IN
6 1903, THIS WAS NOW SOUTH COAST. THIS REPORT DOES NOT SPELL OUT
7 WHICH COUNTIES FELL WITHIN THE JURISDICTION OF WHICH SUB-STATION,
8 BUT WE HAD A SUB-STATION IN NAPA VALLEY AT OAKVILLE.

9 IN ALL OF THE DIGGING THROUGH MAGAZINES AND BOOKS THAT
10 I HAVE DONE, I HAVE COME TO THE CONCLUSION THAT BOOKS REALLY HAVE
11 A GREATER IMPACT, AND LONGER-LASTING ONE, ON FORMING PUBLIC
12 ATTITUDES THAN MOST OTHER PRINTED SOURCES. I BELIEVE I HAVE
13 ACTUALLY LOCATED THE FIRST BOOK TO ACTUALLY DEFINE THE PHRASE
14 NORTH COAST AS EXCLUSIVELY THE COUNTIES LYING ADJACENT TO THE
15 WATERS OF THE NORTH SAN FRANCISCO BAY AND THENCE TO THE BORDER
16 OF CALIFORNIA AND OREGON. IT WAS CHARLES AIKEN'S CALIFORNIA
17 TODAY, PUBLISHED IN 1903.

18 CHAPTER 5 OF THAT BOOK IS TITLED "COAST COUNTIES NORTH
19 OF SAN FRANCISCO," AND THEN ALTERNATE PAGES ARE CLEARLY LABELED
20 THE NORTH COAST COUNTIES. THE VITICULTURAL INDUSTRY IS COVERED
21 IN DETAIL IN CHAPTER 6 OF THE AIKEN BOOK, LABELED "COAST COUNTIES
22 SOUTH OF SAN FRANCISCO." THIS INCLUDES EVERYTHING FROM CONTRA
23 COSTA TO SAN LUIS OBISPO. THE DATE, AGAIN, ON THIS BOOK IS 1903.

24 NOW, I DO NOT WISH TO CONVEY THE IMPRESSION THAT
25 THEREAFTER THIS DISTINCTION WAS COMMONLY ADOPTED BY WRITERS. I
26 THINK THIS IS SELF-EVIDENT TO ANYONE WHO READS WINE LITERATURE.
27 BUT AFTER 1930 ESPECIALLY, THE TERM NORTH COAST DRAMATICALLY
28 NARROWED TO BECOME ONLY A FEW SELECT COUNTIES NORTH OF SAN

1 FRANCISCO. AND THERE WERE TWO REASONS FOR THAT. ONE WAS THE
2 PHYLLOXERA, THE VINE DISEASE THAT DESTROYED SO MANY GRAPES. AND
3 THE OTHER WAS PROHIBITION. TO EXPLAIN HOW ALL OF THIS HAPPENED,
4 I WOULD LIKE TO SHOW YOU A CHART THAT I HAVE PREPARED WHICH SHOWS
5 GRAPE ACREAGES IN THE GREATER NORTH COAST REGION FROM 1890 TO
6 1969, THE START OF THE CURRENT WINE BOOM.

7 I AM GOING TO HAVE TO TALK WITHOUT THE USE OF THE
8 MICROPHONE, SO IF SOMEONE CANNOT HEAR ME, JUST SPEAK UP.

9 BEFORE EXAMINING THIS CHART IN SOME DETAIL, I WOULD
10 LIKE TO QUOTE FROM THE TRANSACTIONS OF THE STATE AGRICULTURAL
11 SOCIETY FOR 1890, WHICH IS RATHER INTERESTING. QUOTE. "THERE
12 ARE 53 COUNTIES IN CALIFORNIA, NEARLY ALL PRODUCING GRAPES IN A
13 GREATER OR LESSER DEGREE, THE LARGER PROPORTION OF THEM PRODUCING
14 WINE FOR HOME WINE CONSUMPTION OR EXPORT." IN THE DIRECTORY OF
15 GRAPE GROWERS WHICH I JUST ALLUDED TO, I COULD FIND ONLY 13
16 COUNTIES IN 1891 THAT DID NOT HAVE WINERIES. THIS IS RATHER
17 AMAZING. THESE ARE THE SIX COUNTIES -- CAN YOU SEE THAT, ALL
18 OF YOU? THESE ARE THE SIX COUNTIES FROM SAN FRANCISCO ON NORTH
19 ALL THE WAY TO THE OREGON BORDER. I WANTED TO SEE HISTORICALLY
20 HOW MANY HAD GRAPES THEN AND HOW MUCH.

21 MARIN COUNTY HAD 477 ACRES; LAKE, 1,000; SOLANO, 1,928
22 -- THESE ARE ONLY WINE GRAPES -- MENDOCINO, 190. THERE ARE EVEN
23 225 ACRES IN TRINITY. AND THAT CONTINUED ON DOWN HERE AT LEAST
24 UNTIL 1930, WHICH I FOUND RATHER SURPRISING.

25 SOME OF THESE FIGURES REQUIRE JUST A LITTLE BRIEF
26 EXPLANATION. YOU WILL NOTE THAT NAPA COUNTY DECLINED GRAPE
27 ACREAGE FROM A HIGH OF 18,000 ACRES IN 1890 TO ONLY 6,942 BY 1900.
28 THE REASON WAS THE PHYLLOXERA. IT IS VERY CURIOUS THAT, ALTHOUGH

1 THIS DISEASE ORIGINATED IN SONOMA COUNTY, GROWERS THERE REPLANTED
2 JUST AS SOON AS THE VINES FAILED TO PRODUCE A GOOD CROP. MANY
3 OR MOST VINES WERE PLANTED ON VINIFERA ROOTS, OF COURSE, AND
4 WOULD BE REINFECTED IMMEDIATELY. BUT WITHIN THREE YEARS A GOOD
5 CROP COULD BE GATHERED, AND THE VINE USUALLY LASTED A DECADE.

6 BUT NAPA GROWERS DID NOT FOLLOW THIS PATTERN OF
7 REPLANTING AS SOON AS THE VINES DIED. THEY WAITED FOR A
8 RESISTANT ROOT. THE RUPESTRIS ST. GEORGE TURNED OUT TO BE THE
9 ANSWER, AND BY THE FIRST OF THIS CENTURY, NAPA COUNTY LED THE WAY
10 IN CALIFORNIA TO REPLANTING ON THIS RESISTANT ROOT. AND IT IS
11 ONE OF THE THINGS TO THEIR BENEFIT IN THE HISTORY OF VITICULTURE
12 IN THIS AREA.

13 YOU WILL SEE A LARGE JUMP IN ACREAGES AFTER PROHIBITION
14 IN THIS AREA. AS YOU MAY OR MAY NOT KNOW ABOUT PROHIBITION, IT
15 DID KNOCK OUT ALL THE WINERIES IN CALIFORNIA EXCEPT THOSE WHO GOT
16 ALTAR WINE PERMITS, BUT THE PRICE WENT TO \$200 A TON. IF YOU
17 PLANTED ALICANTE BOUSCHET, YOU MIGHT BRING IN \$400 A TON.

18 SO EVERYBODY AFTER 1920 STARTED PLANTING A LOT OF GRAPES,
19 AND YOU CAN SEE THE JUMPS EVEN IN MARIN COUNTY, A SLIGHT JUMP IN
20 LAKE COUNTY, AND SO ON.

21 IF YOU STUDY THESE FIGURES CLOSELY, IT BECOMES OBVIOUS
22 THAT ONLY THREE COUNTIES ARE MAJOR GRAPE-GROWING COUNTIES IN THE
23 NORTH COAST AFTER 1950, AND WE ARE TALKING OF MENDOCINO, NAPA,
24 AND SONOMA COUNTIES. BY 1969, A YEAR OFTEN REFERRED TO AS THE
25 BEGINNING OF THE CURRENT WINE BOOM, YOU HAVE 98 PER CENT OF ALL
26 THE WINE GRAPES BEING PRODUCED IN THE NORTH COAST BY ONLY THREE
27 COUNTIES. I THINK PERHAPS THIS CAN BEST BE ILLUSTRATED BY SIMPLY
28 TAKING A MARKER AND DRAWING A LINE WHICH COMES STRAIGHT DOWN HERE,

1 AND WE WILL RUN IT FROM THE OTHER AREA OVER ALMOST LIKE AN
2 INVERTED PYRAMID. THE OTHER INTERESTING THING IS THAT I FIGURED
3 OUT PERCENTAGES OF GRAPE ACREAGES FOR 1969, AND I THINK THOSE
4 SHOULD BE LISTED ON THE BOTTOM. BY 1969, THE BEGINNING OF THE
5 CURRENT WINE BOOM, THERE WERE 35,403 ACRES IN THE FOUR COUNTIES
6 THAT WERE STILL PRODUCING. 35,403 ACRES. NONE WERE PRODUCED IN
7 MARIN COUNTY OR IN SISKIYOU, HUMBOLDT, DEL NORTE, OR TRINITY
8 COUNTIES. THERE IS NO RECORD OF WINE GRAPES GROWING IN LAKE
9 COUNTY. I SUSPECT THERE WERE A FEW ACRES, BUT THEY WERE SO SMALL
10 THEY WERE NOT RECORDED BY THE CALIFORNIA FRUIT AND NUT ACREAGE,
11 WHERE I GET MY STATISTICS.

12 FOR THE FOUR COUNTIES THAT WERE PRODUCING STATISTICALLY,
13 SOLANO WAS PRODUCING 2.2 PER CENT OF THE 35,403 ACRES OF WINE
14 GRAPES; MENDOCINO COUNTY, 17.9 PER CENT OR ALMOST 18 PER CENT;
15 40.5 PER CENT FROM NAPA; AND 39.4 FROM SONOMA. THE FIGURES I
16 HAVE PRESENTED HERE ARE NOT READILY AVAILABLE IN ANY ONE SOURCE.
17 IT IS STRANGE THAT THIS SHOULD BE TRUE AT THIS POINT IN TIME,
18 ESPECIALLY CONSIDERING HOW IMPORTANT THE HISTORY OF THE WINE
19 INDUSTRY IS IN SELLING WINE. BUT I HAVE HAD TO GO TO THE COUNTY
20 ASSESSOR'S RECORDS, IN SOME CASES TO THE U.S. CENSUS, IN SOME
21 CASES TO NEWSPAPERS IN TRYING TO DETERMINE AS CLOSELY AS POSSIBLE
22 WHAT THOSE HISTORICAL ACREAGES WERE.

23 NOW, KEEPING IN MIND THOSE FIGURES AND THE REASON I
24 HAVE TRIED TO DRAW THIS INVERTED PYRAMID WHICH SHOWS THREE BASIC
25 COUNTIES -- MENDOCINO, NAPA, AND SONOMA -- IS THAT RATHER
26 DRAMATICALLY AFTER 1940, THE THREE COUNTIES OF NAPA, SONOMA, AND
27 MENDOCINO ARE THE COUNTIES REFERRED TO IN WINE LITERATURE AS THE
28 NORTH COAST. AND I WOULD LIKE TO GO BACK AND EXAMINE SOME OF THAT

1 LITERATURE VERY BRIEFLY, AND THIS WILL JUST BE HIGHLIGHTS.

2 IN 1924, THE UNITED STATES BUREAU OF AGRICULTURAL
3 ECONOMICS DREW UP A BOUNDARY FOR WHAT IT CALLED THE NORTHERN
4 CALIFORNIA WINE SHIPPING DISTRICTS. THIS LINE BEGAN WITH THE
5 NORTH SHORE OF SAN FRANCISCO BAY AT THE GOLDEN GATE BRIDGE,
6 FOLLOWED AROUND SAN PABLO BAY, CARQUINEZ STRAITS, THE SACRAMENTO
7 RIVER, AND ABOUT AT STOCKTON CROSSED DIRECTLY ACROSS THE STATE TO
8 THE SIERRA NEVADA MOUNTAINS. EVERYTHING NORTH OF THAT LINE WAS
9 CALIFORNIA'S NORTH CALIFORNIA DISTRICT.

10 THIS DIDN'T SET VERY WELL WITH MANY PEOPLE, INCLUDING
11 THE EDITOR OF THE WINE REVIEW IN SAN FRANCISCO, AND HE BEGAN A
12 MONTHLY COLUMN BROKEN DOWN THIS WAY. QUOTE. "THE NORTHERN
13 COAST DISTRICT, NORTHERN SAN JOAQUIN DISTRICT, CENTRAL NORTHERN
14 COAST, SOUTHERN COAST, AND SOUTHERN CALIFORNIA."

15 IN 1940, WINES & VINES MAGAZINE ISSUED ITS FIRST YEAR-
16 BOOK. THIS PUBLICATION, WHICH JUST CELEBRATED ITS 60TH BIRTHDAY,
17 WAS IN 1940 THE LEADING SPOKESMAN FOR THE WINE INDUSTRY. THE
18 YEARBOOK HAS A MAP SHOWING SEVEN VITICULTURAL DISTRICTS IN
19 CALIFORNIA. THESE WERE THE SOUTHERN CALIFORNIA DISTRICT, THE
20 FRESNO DISTRICT, SANTA CLARA-SAN BENITO-SANTA CRUZ DISTRICT, THE
21 LODI-SACRAMENTO DISTRICT, AND THE ALAMEDA-CONTRA COSTA DISTRICT,
22 AND, FINALLY, TOO, THE NAPA, SOLANO, SONOMA, MENDOCINO.

23 THE CHAIRMAN: IN THE INTEREST OF TIME, DO YOU HAVE ANY
24 IDEA HOW MUCH LONGER YOU WILL BE?

25 MR. HEINTZ: ABOUT FIVE MINUTES.

26 THREE YEARS LATER IN 1943, THE WINE ADVISORY BOARD IN
27 SAN FRANCISCO ISSUED A BOOKLET ADOPTING FAIRLY CLOSELY THE
28 PATTERN USED IN WINES & VINES YEARBOOK. THIS BOOKLET, WINE

1 GROWING AND WINE TYPES WAS RENAMED SHORTLY THE STORY OF WINE.
2 THIS BOOKLET EXPANDED THE WINE DISTRICTS TO EIGHT, INCLUDING ONE
3 FOR ESCALON-MODESTO.

4 IN THE TEXT OF THE BOOKLET, THE ARRANGEMENT BEGINS WITH
5 SONOMA-MENDOCINO AS THE FIRST DISTRICT; LODI, THE SECOND DISTRICT;
6 NAPA-SOLANO, THE THIRD; AND THEN THE OTHER DISTRICT JUST
7 MENTIONED. EACH COPY OF THIS PUBLICATION CONTAINED A WINE
8 DISTRICT MAP. ALTHOUGH SAN FRANCISCO IS NOT MENTIONED ON THIS
9 MAP, THE TEXT STATES CLEARLY THAT ONLY TWO OF THE DISTRICTS ARE
10 SITUATED NORTH OF THE CITY, THE SONOMA-MENDOCINO DISTRICT AND
11 THE NAPA-SOLANO DISTRICT. NO OTHER COUNTIES ARE MENTIONED AS
12 BEING A PART OF THESE TWO DISTRICTS. THIS IS AN ACTUAL COPY OF
13 THAT MAP THAT APPEARED IN THAT FIRST BOOKLET.

14 I BELIEVE THIS BOOKLET HAS PLAYED A MAJOR ROLE IN
15 MOLDING A PUBLIC AWARENESS OF WHAT CONSTITUTED THE NORTH COAST
16 WINE REGION. THE PHRASE IS NOT USED IN THE TEXT ANYWHERE, BUT
17 THE DIRECTIONS ON HOW TO REACH THE ONLY NORTH COAST GRAPE-GROWING
18 COUNTIES ARE CLEAR. TWO YEARS AGO, THE WINE INSTITUTE ISSUED A
19 PRESS RELEASE NOTING THAT 950,000 PEOPLE, ALMOST A MILLION, HAVE
20 TAKEN THE INSTITUTE'S WINE STUDY COURSE SINCE 1943. EACH RECEIVED
21 A COPY OF THE STORY OF WINE. HUNDREDS OF THOUSANDS OF COPIES OF
22 THE BOOKLET HAVE ADDITIONALLY BEEN MAILED OUT OR GIVEN OUT TO
23 OTHER PEOPLE. GIVEN THE FACT THAT THE BOOKLET MAY HAVE BEEN READ
24 BY MORE THAN ONE INDIVIDUAL IN A HOUSEHOLD, THE READERSHIP HAS
25 TO BE IN THE MILLIONS.

26 THE WINE INSTITUTE HAS LONG HAD AN EXCELLENT GROUP OF
27 ECONOMISTS WHO GATHER EVERY FACT, FIGURE, AND STATISTIC
28 AVAILABLE RELATING TO WINE AND GRAPE GROWING. BY THE MID-1940'S,

1 AT LEAST, THEIR FIGURES WERE WATCHED CLOSELY TO CHART THE GROWTH
2 OF THE INDUSTRY. I HAVE HERE A XEROXED COPY OF A SPECIAL SECTION
3 OF THE WINE CRAFTS MAGAZINE DATED APRIL, 1945, WITH THOSE WINE
4 INSTITUTE FIGURES FOR THE PREVIOUS YEAR AND THEN SEVERAL
5 SUBSEQUENT YEARS. THE INSTITUTE'S ECONOMISTS CREATED FIVE
6 REPORTING DISTRICTS FOR CALIFORNIA, THE FIRST BEING THE LOS
7 ANGELES REGION; THE SECOND WAS FRESNO AND CENTRAL JOAQUIN VALLEY;
8 THIRD, SACRAMENTO; FOURTH, THE, QUOTE, MENDOCINO, NAPA, AND
9 SONOMA DISTRICT; AND THE FIFTH WAS THE ALAMEDA, SANTA CLARA AND
10 SOUTH COAST COUNTIES.

11 THERE IS NO EXPLANATION OF ANY COUNTY NOT SPECIFICALLY
12 MENTIONED, SUCH AS MIGHT BE INCLUDED IN THE FOURTH DISTRICT OF
13 MENDOCINO, NAPA, AND SONOMA. BUT FOR ANYONE READING THIS SECTION
14 OR THESE FIGURES YEAR AFTER YEAR AFTER YEAR, THE IMPRESSION IS
15 CLEAR. THE FOURTH DISTRICT OF CALIFORNIA WAS MENDOCINO, NAPA,
16 AND SONOMA.

17 BETWEEN THE WINE INSTITUTE'S BOOKLET THE STORY OF WINE
18 AND THESE FIGURES PUBLISHED EACH YEAR IN VARIOUS WINE APPLICATIONS,
19 THE IMPRESSION TAKING HOLD OF WHAT CONSTITUTED THE NORTH COAST
20 WINE DISTRICT WAS ONE OF ONLY THREE BASIC COUNTIES. BY THE MID-
21 1970'S, I THINK PERHAPS TERRY ROBARD'S BOOK IS RATHER TYPICAL OF
22 HOW WINE WRITERS VIEWED THIS NORTH COAST GEOGRAPHY QUESTION. IN
23 HIS 1975 BOOK, THE NEW YORK TIMES BOOK OF WINE, HE DOES NOT
24 DEVOTE ANY SPACE PER SE TO AN EXPLANATION OF THE PHRASE NORTH
25 COAST, BUT THIS IS WHAT HE SAYS ON PAGE 273 UNDER MENDOCINO.
26 QUOTE. "MENDOCINO COUNTY IS THE NORTHERNMOST WINE DISTRICT OF
27 CALIFORNIA IN THE UNITED STATES AND IS THE THIRD OF THE IMPORTANT
28 NORTH COAST COUNTIES (NAPA, SONOMA AND MENDOCINO)." ON PAGE 381

1 UNDER SONOMA, THE TEXT READS: "SONOMA COUNTY. AN IMPORTANT
2 MEMBER OF THE TRIUMVIRATE THAT MAKES UP THE NORTH COAST COUNTIES
3 OF CALIFORNIA IN THE UNITED STATES (NAPA, SONOMA AND MENDOCINO)."
4 AND, OF COURSE, UNDER NAPA COUNTY ON PAGE 294, I DO NOT NEED TO
5 READ THAT ONE.

6 FINALLY, PUBLIC ATTITUDES AND CONCEPTS ARE FORMED OVER
7 A LONG PERIOD OF TIME, AS YOU WELL KNOW. THE WINE INDUSTRY IS
8 PAINFULLY AWARE OF THIS FACT. WE HAVE PRODUCED WINES OF
9 CONSUMMATE QUALITY, EQUAL TO ANY IN EUROPE, FOR MANY, MANY DECADES,
10 ESPECIALLY HERE ON THE NORTH COAST. BUT THE AMERICAN PUBLIC DID
11 NOT WAKE UP TO THIS FACT UNTIL 10 YEARS AGO; HENCE THE WINE BOOM
12 OF THE SEVENTIES.

13 THE CONCEPT OF WHAT IS OR IS NOT THE NORTH COAST
14 REGION FOR WINE HAS BEEN AN EVOLUTIONARY MATTER NARROWED AND
15 REFINED OVER A PERIOD NOW OF JUST UNDER A CENTURY. I THINK THE
16 PUBLIC'S CONCEPT OF IT IN THE 1980'S IS RATHER CLEAR BASED ON
17 THE MATERIAL I HAVE JUST PRESENTED THIS MORNING.

18 THANK YOU.

19 THE CHAIRMAN: FOR THE RECORD, THE FIRST DOCUMENT YOU
20 PASSED OUT, THE WINE GROWING AND WINE TYPES, 1943, ISSUED BY THE
21 WINE INSTITUTE IN SAN FRANCISCO, WILL BE EXHIBIT 1. THE NEXT
22 DOCUMENT, THE WINE STATISTICS FOR 1944, WILL BE EXHIBIT 2.

23 MR. HEINTZ: I APOLOGIZE FOR THE LENGTH OF MY REMARKS,
24 BUT HISTORIANS DO NOT GET THE OPPORTUNITY TO TALK VERY OFTEN.

25 THE CHAIRMAN: I AM NOT SURE IF I CAN ASK THE QUESTION
26 CLEARLY. YOU GAVE A LOT OF INFORMATION BUILDING TOWARDS THREE
27 COUNTIES ENDING UP BEING NORTH COAST. WHEN IN TIME, A YEAR, A
28 TEN-YEAR PERIOD, WOULD YOU SAY THIS REALLY CAME INTO RECOGNITION,
039

1 AT LEAST THROUGH CALIFORNIA AND POSSIBLY BEYOND THAT?

2 MR. HEINTZ: I THINK 1950'S.

3 THE CHAIRMAN: WHEN ALL THIS STARTED TO COME TOGETHER?

4 MR. HEINTZ: YOU WILL STILL SEE AS RECENTLY AS 1963
5 RUTH ELLEN CHURCH, FROM THE CHICAGO TRIBUNE, WROTE A BOOK IN
6 WHICH SHE REFERRED TO THE NORTH COAST AS ALL THE WAY DOWN TO SAN
7 LUIS OBISPO. SO YOU CAN DIG OUT AN OCCASIONAL LAPSE, AS I REFER
8 TO IT, A HISTORICAL LAPSE; BUT GENERALLY AFTER 1950 WHEN THE
9 GRAPE ACREAGES, THE WINE GRAPE ACREAGES WERE SO SMALL IN ANY
10 OTHER COUNTY IN THE NORTH COAST EXCEPT FOR MENDOCINO, SONOMA,
11 AND NAPA, WRITERS WHO WERE VISITING THE AREA DID NOT SEE ANY-
12 THING EXCEPT WINE GRAPES IN THESE THREE COUNTIES. AND THEY WERE
13 BEING HEAVILY INFLUENCED BY WHAT THE WINE INSTITUTE WAS PUBLISH-
14 ING.-- THAT IS THE POINT I AM MAKING-- AND WHAT THE WINE INSTITUTE
15 ECONOMISTS WERE PUTTING OUT. 1950 IS A RATHER GOOD YEAR FOR THAT.

16 THE CHAIRMAN: DO YOU THINK THAT IS BECOMING MORE
17 RELEVANT, MORE UNDERSTANDABLE, MORE ACCEPTED AS TIME GOES ON?

18 MR. HEINTZ: WELL, OF COURSE, IT IS GOING TO CHANGE A
19 LITTLE BIT, PERHAPS, AS THE 1980'S GO ON BECAUSE THERE HAS BEEN A
20 STRIKING INCREASE IN GRAPE ACREAGES IN OTHER COUNTIES IN THE
21 GENERAL NORTH COAST REGION OUTSIDE OF THE THREE OF NAPA, SONOMA,
22 AND MENDOCINO. IT TAKES A LONG TIME FOR WINE WRITERS AND THE
23 PUBLIC, HOWEVER, TO RESPOND TO WHAT IS HAPPENING NOW. YOUR
24 DECISION MUST BE BASED ON 1980, 1981 AS TO WHAT THE PUBLIC
25 CONCEPT IS AND WHAT THE INDUSTRY CONCEPT IS.

26 MY REASON FOR GOING BACK AND TRYING TO TRACE THIS ALL
27 OUT IS TO SHOW THAT SINCE 1950, ONE THEORY, ONE CONCEPT HAS BEEN
28 VERY EVIDENT. IT WILL BEGIN TO CHANGE NOW AS MORE WINE GRAPES ARE

1 PLANTED IN OTHER AREAS. BUT FOR THIS TO BE REFLECTED IN WINE
2 COLUMNS AND NEWSPAPERS AND MAGAZINES, ESPECIALLY IN BOOKS, MIGHT
3 TAKE ANOTHER 20 OR 30 YEARS, AND WE, OF COURSE, DO NOT KNOW WHAT
4 WILL HAPPEN TOMORROW.

5 THE CHAIRMAN: YOUR STATISTICAL ANALYSIS IN 1969 -- WAS
6 THAT BECAUSE OF A DATA STOP?

7 MR. HEINTZ: NO. NO. I ONLY DO THAT TO SHOW THAT A
8 LOT OF LITERATURE IS NOT GOING TO BE REFLECTING ANYTHING AFTER
9 1969. I HAVE STATISTICS WHICH I COULD WRITE DOWN WHICH SHOW FOR
10 1975. OF COURSE, STATISTICS HAVE NOT STOPPED. THEY ARE BEING
11 KEPT VERY WELL. I FELT THAT IT MERELY REFLECTED WHAT WRITERS
12 WERE STILL DOING. IF A BOOK WAS PUBLISHED IN 1975, THE WRITER
13 WAS PROBABLY OUT HERE IN '73 OR POSSIBLY EARLY '74. IF HE GOT
14 UP TO SOLANO COUNTY OR SOMEWHERE ELSE, HE MIGHT HAVE BEEN AWARE
15 THAT SOMETHING WAS HAPPENING OR WAS CHANGING, BUT IT PROBABLY IS
16 NOT BEING REFLECTED YET IN THE MASS MEDIA.

17 THE CHAIRMAN: IS THIS TREND STILL CONTINUING?

18 MR. HEINTZ: NO. IT IS BEING ALTERED SLIGHTLY.

19 MRS. KIRK: HOW IS IT BEING ALTERED?

20 MR. HEINTZ: GRAPE ACREAGES ARE INCREASING IN LAKE AND
21 SOLANO COUNTIES, BUT THE PERCENTAGE IS STILL VERY, VERY SMALL.

22 WHAT IS THE PERCENTAGE, HARRY?

23 A VOICE: TWO PER CENT, SOLANO; 4 PER CENT, LAKE COUNTY.

24 MR. HEINTZ: SO WE ARE STILL TALKING ABOUT 92 PER CENT
25 OF ALL WINE GRAPE ACREAGES IN ANY OF THE NORTH COAST COUNTIES OR
26 THE THREE COUNTIES OF MY PYRAMID.

27 MRS. KIRK: DO YOU PLAN TO MAKE THAT EXHIBIT PART OF
28 THE RECORD?

1 MR. HEINTZ: YES. THE STATISTICS ARE IN THE FORM HERE,
2 WHICH WILL BE SUBMITTED TO YOU IN ABOUT A WEEK.

3 MR. MINTON: I HAVE ONE QUESTION, MR. HEINTZ. IN MOST
4 OF THESE REFERENCES UP TO 1944 IN THESE WINE STATISTICS, SOLANO
5 HAS BEEN IDENTIFIED WITH NAPA. DO ANY OF THE REFERENCES GIVE A
6 REASON?

7 MR. HEINTZ: I HAVE NEVER QUITE UNDERSTOOD THAT IN THE
8 LIGHT OF THE FACT THEIR ACREAGES WERE SO SMALL. I DO NOT HAVE
9 AN ANSWER TO THAT QUESTION.

10 MR. MINTON: THANK YOU.

11 THE CHAIRMAN: MR. HEINTZ, THANK YOU VERY MUCH.

12 THERE HAS BEEN A CHANGE IN THE TESTIMONY SEQUENCE.

13 MR. RICHARD KUNDEE.

14
15 RICHARD KUNDEE,

16 TESTIFIED AS FOLLOWS:

17 LADIES AND GENTLEMEN, IT IS WITH PRIDE AND EXTREME
18 PLEASURE OF MY LIFE ENDEAVOR FOR THE AMERICAN WINE INDUSTRY THAT
19 I TAKE THE PODIUM TODAY, AND I HOPE YOU WILL REALIZE THE TRUTH-
20 FULNESS OF MY OPENING REMARK AS I PROCEED INTO THE COMMENTS ON
21 THE NORTH COAST VITICULTURAL AREA.

22 LET ME FIRST INTRODUCE MYSELF. I AM RICH KUNDEE, OF A
23 THIRD GENERATION SONOMA COUNTY WINE-GROWING FAMILY THAT OWNS
24 VINEYARDS UNDER THE NAME OF WILDWOOD VINEYARDS IN THE SONOMA AND
25 MENDOCINO COUNTIES. I AM A GRADUATE OF U.C. DAVIS HOLDING A
26 MASTER'S DEGREE IN HORTICULTURE. I OPERATE A SERVICE CALLED
27 WILDWOOD VINEYARDS CONSULTING, WHICH WAS ONCE RETAINED BY THE
28 CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION. I AM ALSO⁰⁴²

1 PRESIDENT OF SONOMA GRAPEVINES, INCORPORATED, A WHOLESALE NURSERY
2 OPERATION THAT GROWS INDOOR FOLIAGE AND GRAFTED GRAPEVINES,
3 SHIPS THEM THROUGHOUT THE UNITED STATES AND THE WORLD. I SPEAK
4 VOLUNTARILY AND REPRESENT ONLY MYSELF AND THE FAMILY ENTERPRISES.

5 IT MIGHT BE BEST TO FIRST OUTLINE A LITTLE HISTORY OF
6 HOW WE ALL CAME TO BE HERE TODAY. THROUGH MY CONSULTING SERVICE,
7 I WAS INTERVIEWED IN 1970 FOR A POSITION OF THE CALIFORNIA NORTH
8 COAST GRAPE GROWERS. DURING THAT INTERVIEW, I PRESENTED MY
9 THOUGHTS AS TO WHAT MY IDEAS WERE CONCERNING THE INTERACTION
10 BETWEEN GRAPE GROWERS, THEIR VINTNERS, AND OUR CONSUMERS. AFTER
11 THE PRESENTATION, I WAS CALLED BACK INTO THE ROOM BY THE BOARD
12 OF DIRECTORS. THE QUESTION THAT I WILL ALWAYS REMEMBER WAS ASKED.
13 QUOTE, "YOU MENTIONED APPELLATIONS. WERE YOU TALKING ABOUT THE
14 APPALACHIAN MOUNTAINS BACK EAST?"

15 NEEDLESS TO SAY, MY SERVICES WERE HIRED, AND WE HAVE
16 COME A LONG WAY SINCE THEN. CONTACTS WERE MADE. LETTERS WERE
17 WRITTEN. AND HERE WE ARE TODAY. I MUST CONGRATULATE EVERYONE
18 FROM THE BATF FOR ACTING IN SUCH A STRAIGHTFORWARD AND RAPID
19 MANNER. WITH OTHER GOVERNMENTAL AGENCIES IT WOULD HAVE TAKEN A
20 LIFETIME TO ACCOMPLISH SUCH A HISTORY-MAKING EVENT. HOWEVER,
21 WORKING TOGETHER WITH YOU, GROWERS, VINTNERS, AND CONSUMERS, WE
22 HAVE COME THIS FAR IN ONLY A SHORT SEVEN YEARS, WHEN ON JULY 23,
23 1973, THAT FIRST CALIFORNIA NORTH COAST GRAPE GROWER LETTER WAS
24 WRITTEN CONCERNING ITEMS THAT APPEAR ON WINE LABELS INCLUDING
25 APPELLATIONS.

26 I MUST PUBLICLY PRAISE ALL THE HELP AND COOPERATION I
27 PERSONALLY RECEIVED FROM YOUR LOCAL REPRESENTATIVES, BRUNO DESI
28 DERI AND GEORGE NEIS. HAD IT NOT BE FOR THEIR OPENNESS AND THEIR

1 CONCERN FOR THE FUTURE OF THE AMERICAN WINE INDUSTRY AND ITS
2 CONSUMERS, I DO NOT THINK WE WOULD BE ANYWHERE NEAR WHERE WE ARE
3 TODAY.

4 THANK YOU, GEORGE AND BRUNO. YOU HAVE MADE A LIFELONG
5 DREAM INTO A REALITY.

6 NOW LET US TALK ABOUT WHY WE ARE HERE TODAY. I WILL
7 GIVE YOU MY THOUGHTS ON WHY THE NORTH COAST IS NOW RECOGNIZED
8 AS ONLY THE NAPA, SONOMA, AND MENDOCINO COUNTIES.

9 OUR AREA IS BLESSED WITH MANY SIMILARITIES, BUT,
10 PROBABLY EVEN MORE IMPORTANTLY, SUBTLE DIFFERENCES THAT ALLOW
11 THE MANY DIFFERENT MICROCLIMATES TO EXIST IN ALL OF OUR NORTH
12 COAST HILLS AND VALLEYS. IT IS THIS MULTITUDE OF DIFFERENCES
13 THAT HAS CREATED THE CONSUMER INTEREST AND EXCITEMENT WHICH
14 SUPPORTS OUR ALMOST 200 WINERIES THAT OPERATE IN OUR AREA.

15 IT IS INTERESTING TO POINT OUT THAT, EVEN THOUGH
16 PRODUCING LESS THAN 15 PER CENT OF THE STATE'S TOTAL GRAPE
17 TONNAGE, OUR SMALL REGION RECEIVES THE MOST PRESS OF ANY AMERICAN
18 WINE AREA. WE MUST BE DOING SOMETHING RIGHT, AND WE ARE.

19 EACH OF OUR AREAS MUST STAND BY ITSELF BEFORE IT CAN
20 BE INCLUDED IN THE WHOLE. CONSUMERS ARE VERY FAMILIAR WITH NAPA
21 VALLEY, AS WELL AS SONOMA AND MENDOCINO. THE NUMBER OF OUR
22 INDIVIDUAL WINERIES IN SUCH A SMALL AREA PROVES THIS POINT
23 OVERHWEHLMINGLY.

24 BESIDES THE MANY HILLS AND VALLEYS THAT LINK THE
25 NORTH COAST TOGETHER INTO ONE AREA, THE CLIMATE IS ALSO UNIQUE
26 IN THAT THERE IS A MARINE INFLUENCE THAT INFILTRATES INTO THE
27 VALLEYS. CERTAINLY YOU HAVE HEARD OF THE NATURAL SUMMER AIR
28 CONDITIONING OF SAN FRANCISCO. WELL, THAT SAME FOG VISITS OUR

1 AREA, ALSO. NOTHING CAN BE MORE REFRESHING THAN A COOL BREEZE
2 ON A HOT SUMMER DAY. LET ME TELL YOU, HAVING WORKED AS A FIELD
3 BUDDER IN OUR FAMILY VINEYARDS, THIS STATEMENT OF COOL BREEZES
4 IS VERY TRUE.

5 IT CAN BE VERY HOT AS THE FOG DISSIPATES IN OUR HOPLAND
6 VINEYARDS AT 9:00 OR 10:00 AS YOU WORK ALMOST BELOW GROUND LEVEL
7 BUDDING GRAPEVINES. BUT ALMOST ON SCHEDULE, THE COOL BREEZES OF
8 THE OCEAN BEGIN TO TEMPER THE DAY'S HEAT AROUND 3:00. THIS IS
9 WHY OUR NORTH COAST AREA HAS THE COOL AREAS. IT'S THE FOG. AND
10 IT IS THIS FOG THAT ALWAYS HAS ALLOWED OUR COAST REDWOODS TO
11 ENDURE OVER THE CENTURIES. THE MORPHOLOGY OF THEIR LEAVES IS
12 SUCH THAT MOISTURE CAN BE EXTRACTED FROM THE FOG TO THE POINT
13 THAT IT CAN BE RAINING UNDER A GROVE OF REDWOOD TREES WHEN THERE
14 IS ONLY FOG ABOVE.

15 THIS FOG DOES NOT EXIST IN AREAS WHERE NATURAL
16 BOUNDARIES SUCH AS NON-ALIGNED GEOGRAPHICAL DRAINAGE SYSTEMS AND
17 MOUNTAINS PREVENT IT FROM ENTERING. IF THERE IS NO COASTAL FOG,
18 THERE ARE NO REDWOODS. SUCH IS THE CASE FOR LAKE AND SOLANO
19 COUNTIES -- NO FOG, NO REDWOODS, NO MODERATING CONDITIONS.

20 NOW, WHEN IT GETS HOT IN THESE AREAS, IT STAYS HOT.
21 I KNOW BECAUSE I HAVE LIVED THERE. WHEN MY PARENTS WERE ALIVE,
22 WE HAD A SUMMER HOME ON CLEAR LAKE. WHEN I WAS IN HIGH SCHOOL,
23 I HAD MONDAYS OFF IN THE SUMMER AND WOULD DRIVE WITH A FEW FRIENDS
24 FROM SANTA ROSA TO HOPLAND AND OVER THE HOPLAND GRADE TO LAKEPORT.
25 WE WOULD CROSS THE GRADE ABOUT 6:30 IN THE MORNING. WE WERE
26 VERY ENERGETIC THEN.

27 AT THE TOP, YOU COULD LOOK BACK AND SEE THE VALLEYS
28 FILLED WITH FOG. AHEAD LAY A BEAUTIFUL, WARM, INVITING LAKE,

1 WHOSE VIEW WAS UNOBSTRUCTED BY FOG. WE WERE REALLY GRATEFUL
2 WE DIDN'T HAVE TO WORRY ABOUT ANY FOG SINCE GETTING ON WATER
3 SKIS AT 7:00 IN THE MORNING CAN BE A SHOCK IN ITSELF.

4 NEEDLESS TO SAY, WE HAD AN AIR CONDITIONER IN OUR
5 SUMMER HOME TO COOL THE PLACE OFF SO THAT WE COULD SLEEP NIGHTS.
6 TO THIS DAY, I DO NOT HAVE NOR NEED AN AIR CONDITIONER TO COOL
7 MY HOME IN GLEN ELLEN.

8 MY RECOLLECTION OF SUMMERS IN LAKE COUNTY WAS THAT
9 WHEN IT GOT HOT, IT STAYED HOT. ABOUT THE SAME CAN BE STATED
10 FOR SOLANO COUNTY. HAVING WORKED THROUGH THE SUMMERS AT U.C.
11 DAVIS, I CAN REMEMBER HEADING TO DAVIS AND CROSSING THE NAPA
12 LINE INTO SOLANO AND RECEIVING THE FIRST HEAT OF THE CENTRAL
13 VALLEY AS IF ENTERING A BLAST FURNACE. BY THE WAY, I ALSO HAD
14 AN AIR CONDITIONER AT MY DAVIS APARTMENT.

15 I WOULD LIKE TO EXPLAIN WHY THE FULL IMPACT OF THE
16 MODERATING SUMMER FOG IS NOT REALLY MEASURED WHEN THE DEGREE DAY
17 CONCEPT IS USED TO DESCRIBE AND COMPARE GRAPE-GROWING AREAS AS
18 HAS BEEN DONE TODAY AND WILL BE DONE LATER IN THE DAY. USING
19 DEGREE DAYS AND HEAT SUMMATION TO COMPARE AREAS CAN BE VERY
20 MISLEADING BECAUSE ONLY THE HIGH AND THE LOW TEMPERATURES FOR
21 A GIVEN DAY ARE USED, AND NOT THE DURATION OF THE TIME THAT THE
22 HIGH TEMPERATURE LASTED.

23 LET US TAKE A REGION III, FOR EXAMPLE. SAY AROUND
24 CALISTOGA. AS IS COMMON ON A SUMMER DAY, WE MAY START OUT
25 FOGGY AND THEN REACH 90 DEGREES BY 2:00. SOON THE MODERATING
26 MARINE INFLUENCE BEGINS COOLING SO THAT THE TEMPERATURE BEGINS
27 GOING DOWN. AND YOU MAY HAVE A PLEASANT, COOL EVENING AROUND
28 60 DEGREES.

1 DURING THE DAY FOR ONE HOUR THERE WAS EXPERIENCED 90
2 DEGREES. YET TO FIGURE THE DEGREE DAY USING THE DEGREE DAY
3 FORMULA, USING THE HIGH OF 90 AND THE LOW OF 60, YOU COME OUT
4 WITH A 25 DEGREE DAY SUMMATION THAT WOULD BE USED IN THE HEAT
5 SUMMATION UNITS.

6 IN A WARMER AREA LACKING THE COASTAL INFLUENCE, YOU
7 MAY ALSO HAVE A DAY THAT REACHES 90 DEGREES, BUT AT 11:00 A.M.,
8 AND THEN REMAINS THERE UNTIL 4:00 P.M., ONLY TO SLOWLY GO DOWN,
9 NOT REACHING THE 60 DEGREE, COOL READING UNTIL 6:00 A.M., AND
10 THEN ONLY FOR A BRIEF PERIOD. USING THE SAME DEGREE FORMULA,
11 YOU END UP WITH THE SAME 25 DEGREE HEAT SUMMATION UNITS. HOWEVER,
12 WHAT IS NOT SHOWN IS THE DURATION OF THE HEAT.

13 IN THIS CASE, FIVE HOURS OF 90 DEGREE HEAT IS NOT
14 MEASURED IN ANY FORMULA. IT IS THIS DURATION OF HEAT INTO THE
15 NIGHT THAT ALLOWS THE VINE TO USE UP SOME OF THE ACIDS OR WINE
16 FLAVOR COMPONENTS THAT ARE SYNTHESIZED DURING THE DAY. IT IS A
17 KNOWN FACT THAT COOLER AREAS PRODUCE GRAPES OF HIGHER ACID
18 RATIOS.

19 THIS IS BUT ANOTHER REASON TO MAINTAIN THE INTEGRITY
20 OF THE NORTH COAST AND NOT TO DILUTE ITS CHARACTER WITH HOTTER
21 REGIONS.

22 GRAPE PRICES DO FLUCTUATE WIDELY THROUGHOUT CALIFORNIA,
23 BUT WITHIN THE THREE NORTH COAST COUNTIES AVERAGES ARE USUALLY
24 VERY SIMILAR. THIS IS NOT THE CASE IN OTHER AREAS. SOLANO
25 COUNTY USUALLY RECEIVES 25 TO 35 PER CENT LESS FOR THEIR GRAPES
26 THAN THEIR NEIGHBORING NAPA COUNTY. MANY GRAPES HAVE BEEN POOLED
27 IN LAKE COUNTY FOR LACK OF A MARKET, AND IT IS SOMETIMES HARD
28 FOR EVEN THE FEDERAL-STATE MARKET NEWS TO ESTABLISH AN AVERAGE

1 MARKET PRICE FOR THIS AREA. SURELY, THIS MUST BE SOME MEASURE
2 OF THE DIFFERENCES BETWEEN THE NORTH COAST AND ITS SURROUNDING
3 NEIGHBORS.

4 ANOTHER UNIQUE DIFFERENCE BETWEEN THE NORTH COAST AND
5 LAKE COUNTY IS LAKE COUNTY'S PHYLLOXERA QUARANTINE. SINCE THE
6 VINEYARDS OF LAKE COUNTY DIED OUT, SO DID THEIR PHYLLOXERA.
7 WHEN THE VITICULTURE WAS REVITALIZED IN THE SEVENTIES IN LAKE
8 COUNTY, GROWERS WANTED PROTECTION FROM THE NORTH COAST NEMESIS
9 OF PHYLLOXERA.

10 THE QUARANTINE-ALIGNED LAKE COUNTY NOW GREATLY RESTRICTS
11 VINE MOVEMENT, AND, THUS, THERE IS STILL NO PHYLLOXERA, SO THAT
12 MANY OF LAKE COUNTY'S VINES ARE ON THEIR OWN ROOTS. THIS IS NOT
13 THE CASE FOR THE REST OF THE NORTH COAST, WHERE GRAFTED,
14 RESISTANT ROOTSTOCKS ARE USED TO COMBAT THIS PEST.

15 WITHOUT QUARANTINE, THERE IS MUCH ECONOMIC EXCHANGE
16 THAT CROSSES COUNTY LINES OF NAPA, SONOMA, AND MENDOCINO. THIS
17 ECONOMIC EXCHANGE IS VITAL TO THE PRESERVATION OF OUR THREE-
18 COUNTY NORTH COAST. MANY VINEYARDS ACTUALLY SIT ON COUNTY LINES.
19 VINEYARD-MANAGED COMPANIES FREQUENTLY OPERATE IN MORE THAN ONE
20 NORTH COAST COUNTY. CROSSING? CERTAINLY, THE SALE OF GRAPES
21 DOES CROSS COUNTY LINES. THE LOSS OR DILUTION OF OUR NORTH
22 COAST COULD GREATLY AFFECT THIS FREE EXCHANGE.

23 I HAVE DOCUMENTED WITH MY BROTHERS THAT OUR WILDWOOD
24 VINEYARD HAS SOLD GRAPES TO 18 DIFFERENT WINERIES IN THE PAST 20
25 YEARS. THIS INCLUDES THREE MENDOCINO WINERIES, SIX NAPA WINERIES,
26 AND NINE SONOMA WINERIES.

27 IN CERTAIN YEARS, A FROST MAY WIPE OUT A CERTAIN AREA.
28 IF ALL OF THE WINERY'S GRAPES ARE IN THAT AREA, THE WINERY WILL

1 BE FORCED TO BUY GRAPES FROM ANOTHER VALLEY TO ASSURE A CONTINUED
2 FLOW OF WINE TO THE CONSUMER. THIS INTERDEPENDENCE WITHIN THE
3 NORTH COAST MUST NOT BE JEOPARDIZED. REMEMBER, THIS INTER-
4 PENDENCE IS ONLY AS STRONG AS ITS WEAKEST UNIT. THIS IS WHY
5 IT IS TRULY ESSENTIAL THAT ALL OF OUR AREAS MUST DEVELOP A
6 REPUTATION BY THEMSELVES FIRST IN ORDER THAT THEY CAN BE
7 CONSIDERED AS EQUALS IF JOINED TOGETHER. MAYBE THIS IS WHAT WAS
8 RECOGNIZED BY THE ITALIAN SWISS COLONY MARKETER IN THE EARLY
9 FIFTIES AND SIXTIES WHEN HE COINED THAT CATCHY "SONOMA-MENDO-NAPA"
10 PHRASE PROMOTING THEIR SONOMA, NAPA, AND MENDOCINO WINE LINE.
11 I GUESS YOU WILL NOTE HE DID NOT ADD A "LA" FOR LAKE OR A "SOLA"
12 FOR SOLANO.

13 IT IS THIS MUTUAL INHERENT CAPACITY FOR PRODUCTION OF
14 GREAT WINES WITHIN OUR HILLS AND VALLEYS THAT HAS BEEN APPRECIATED
15 MOST BY OUR CONSUMERS. THE CALIFORNIA WINE COUNTRY IS NOW ONE
16 OF CALIFORNIA'S MOST VISITED TOURIST AREAS. THAT WINE COUNTRY
17 IS THE NORTH COAST, JUST A BRIEF DRIVE NORTH OF SAN FRANCISCO.
18 THERE IS NO OTHER AREA IN CALIFORNIA THAT CAN DOCUMENT SO MANY
19 WINE-CONSCIOUS VISITORS DURING ALL SEASONS OF THE YEAR. IT IS
20 NOT UNHEARD OF FOR A NORTH COAST WINERY TO HAVE OVER 100,000
21 PEOPLE VISIT THEIR FACILITY ANNUALLY.

22 WHAT DOES THIS MEAN? IT SHOWS THE SIGNIFICANCE OF OUR
23 OVER 125-YEAR HISTORY OF THE INTERACTION AND MUTUAL TRUST BETWEEN
24 OUR GROWERS, OUR VINTNERS, AND, OF COURSE, OUR CONSUMERS. THE
25 GROWTH OF THE NORTH COAST IN THE EYES OF THE WORLD COULD ONLY
26 HAVE BEEN POSSIBLE BECAUSE WE ARE STRIVING TO PRODUCE THE FINEST
27 PRODUCT ATTAINABLE. CERTAINLY, IT HAS NOT BEEN ACHIEVED OVER-
28 NIGHT, AS SOME NEW TO THE SCENE MAY THINK. REPUTATION IS NOT

1 SOMETHING TO BE HAD BY THE STROKE OF A PEN OR THE LINE ON AN
2 APPELLATION MAP. IT IS A HISTORY OF LITTLE STRIVES FOR THE
3 BETTERMENT OF QUALITY, AND IT BECOMES RECOGNIZED WITH THE PASSAGE
4 OF TIME.

5 WHEN THE ORIGINAL CALIFORNIA NORTH COAST GRAPE GROWERS'
6 LETTER OF JULY 23, 1973, WAS SENT TO THE BATF, MANY AREAS, SUCH
7 AS MONTEREY, WANTED TO JOIN THE NORTH COAST AND EVEN VOICED SOME
8 PROTEST. NOW THE SCENE HAS CHANGED. IN BUT A SHORT TIME,
9 MONTEREY IS PRODUCING FINE WINES AND IS VERY CAPABLE OF STANDING
10 BY ITSELF IN THE EYES OF THE WORLD.

11 MEDAL-WINNING WINES HAVE ALSO GIVEN RECOGNITION TO
12 SOLANO AND TO LAKE COUNTY. THIS IS A STEP IN THE RIGHT DIRECTION,
13 AND IT IS THROUGH SUCH A HEARING THAT WILL OCCUR ON THURSDAY OF
14 THIS WEEK THAT UNIQUE VALLEYS WITHIN THESE LESSER-KNOWN VALLEYS
15 WILL ALSO BEGIN TO RECEIVE RECOGNITION. HOWEVER, IT WILL BE
16 TIME AND CONSUMER VALUE THAT MUST BE THE ULTIMATE TEST FOR ANY
17 APPELLATION. IT CANNOT BE A LINE ON AN APPELLATION MAP. IT MUST
18 BE A COMBINATION OF ALL THE FACTORS OF WHERE THE GRAPES ARE
19 GROWN AND NOT JUST WHERE THE GRAPES ARE CRUSHED, AS SOME TESTIMONY
20 MAY HAVE YOU BELIEVE LATER ON TODAY.

21 LET ME AMPLIFY. I WAS RECENTLY THE GUEST OF SOME OF
22 SONOMA GRAPEVINE'S CUSTOMERS IN NEW YORK AND WAS THOROUGHLY
23 WINED AND DINED IN NEW YORK CITY. AS MANY PEOPLE HERE HAVE THEIR
24 EYES ON WHAT IS HAPPENING TODAY, I THINK IT IS APPROPRIATE THAT
25 I BROUGHT A WINE LIST FROM THE WINDOWS OF THE WORLD RESTAURANT,
26 WHICH IS LOCATED ON THE 107TH FLOOR OF THE WORLD TRADE CENTER.
27 THE CELLAR MASTER, RAYMOND WELLINGTON, GAVE ME THIS LIST, WHICH
28 IS HIS PRIDE COLLECTION OF WINES OF THE WORLD BECAUSE THE NEW YORK

1 TRADE CENTER GETS VISITORS FROM EVERYWHERE ON EARTH.

2 THE LIST RUNS 16 PAGES, LISTS WINES FROM 14 DIFFERENT
3 COUNTRIES FOR A TOTAL OF 344 WINES. FRANCE ALONE GETS SIX PAGES
4 OF LISTING, INCLUDING ALL THEIR MAJOR APPELLATIONS SUCH AS
5 BORDEAUX, AND THEN THEIR MORE FAMOUS SMALLER REGIONS WITHIN
6 BORDEAUX. MR. WELLINGTON FEELS NO PROBLEM WITH OVERLAPPING
7 VITICULTURAL AREAS SO LONG AS THEY ARE DEFINED PROPERLY.

8 FOUR PAGES OF THIS LIST ARE DEVOTED TO CALIFORNIA,
9 LISTING SUCH AREAS AS MONTEREY, SANTA CLARA, AND MANY AREAS
10 WITHIN THE NORTH COAST. CERTAINLY, NAPA VALLEY IS REPRESENTED
11 ON PAGE 7. AMONG THE LIST AS IT IS LISTED -- IT IS NO. 403 --
12 ZINFANDEL, SUTTER HOME, 1975, \$14.00. BY THE WAY, IT IS LISTED
13 UNDER NAPA VALLEY.

14 ALL OF US HERE KNOW THAT THIS IS AN ALMADOR COUNTY
15 WINE AND NOT NAPA VALLEY SINCE SUTTER HOME DOES NOT CRUSH NAPA
16 VALLEY GRAPES. SURELY, IT IS A SUPERB WINE FITTING TO THE
17 STANDARDS OF THE WORLD TRADE CENTER.

18 I MUST POSE THE FOLLOWING QUESTION. WHY DIDN'T ALMADOR
19 COUNTY GROWERS PETITION THE NAPA VALLEY VITICULTURAL AREA
20 HEARING TO BE INCLUDED WITHIN NAPA VALLEY? THE ANSWER IS SELF-
21 EVIDENT. ALMADOR COUNTY IS CONFIDENT AND NOT AFRAID TO STAND BY
22 ITSELF.

23 LAKE AND SOLANO COUNTIES CAN AND MUST DO LIKEWISE TO
24 GAIN A SIMILAR REPUTATION IN THE WORLD WINE COMMUNITY.

25 MY FINAL POINT IS CLEAR. DO NOT BE SWAYED AS TO WHERE
26 GRAPES ARE CRUSHED, BUT HOW AND WHERE THEY ARE GROWN. ALL WINES
27 CAN BE UNIQUE IN THEIR OWN RIGHT. DO NOT TAMPER OR BLEND REGIONS
28 THAT NOW HAVE A CHANCE TO EVOLVE AND CREATE WITHIN THEIR OWN AREA

1 THE INDIVIDUAL TRAITS THAT CONSUMERS WILL FIND -- WILL COME TO
2 FIND AND APPRECIATE.

3 THE CHAIRMAN: MR. KUNDEE, ARE YOU GETTING CLOSE TO
4 THE FINISH?

5 MR. KUNDEE: ONE PAGE MORE.

6 WE ARE NOT HERE TODAY TO CREATE IN LARGE OR DELETE
7 ANYTHING. WE ARE HERE TO DEFINE HISTORY, GEOGRAPHY, CLIMATE,
8 AND CONSUMER REPUTATION. THE NORTH COAST WILL CONTINUE TO
9 EVOLVE AND CHANGE, JUST AS WE REPLACE VINEYARDS, CHANGE VARIETIES,
10 AND DEVELOP NEW WINE-MAKING METHODS THAT INURE CONSUMER VALUE.
11 PLEASE DO NOT TAMPER WITH WHAT OUR CONSUMERS HAVE COME TO TRUST
12 AND SEEK AFTER WITHIN THE VALLEYS OF OUR THREE-COUNTY, NORTH
13 COAST AREA. LET ME AGAIN QUOTE FROM THE JULY 23, 1973, LETTER
14 OF THE CALIFORNIA NORTH COAST GRAPE GROWERS TO YOU PEOPLE OF BATF.
15 QUOTE, "AS GROWERS OF CALIFORNIA'S MOST PRESTIGIOUS GRAPES, WE
16 HAVE A COMMITMENT TO OUR CONSUMERS TO INSURE TO THEM THAT THE
17 WINES THEY DRINK AND PAY FOR ARE OF THE HIGHEST QUALITY AND WORTH
18 THEIR COST, CONTINUING ON IN THE INTEREST OF MARKET HARMONY,
19 CONTINUED STABILITY, AND CONSUMER APPRECIATION," UNQUOTE. WE MUST
20 STAND BY OUR THREE-COUNTY NORTH COAST AND MAINTAIN ITS INTEGRITY
21 AND TRUE CONSUMER IDENTITY.

22 FINALLY, LADIES AND GENTLEMEN, I THANK YOU FOR YOUR
23 INTEREST IN RECOGNIZING ALL OF AMERICA'S WINE APPELLATIONS.
24 HAVING TOURED THE PACIFIC NORTHWEST AND THE EAST COAST AS WELL,
25 TESTED MANY WINES IN BETWEEN THIS PAST YEAR, I CAN TRULY SAY
26 YOUR EFFORTS TO DELINEATE ALL AREAS CAN ONLY BE SURPASSED AS THE
27 WORLD BEGINS TO REALIZE WHAT ALL AMERICA IS CAPABLE OF DOING TO
28 ENRICH THE QUALITY OF LIFE WITH AN UNBELIEVABLY GRAND ARRAY OF

1 WINES. I ONLY WISH I HAD A GLASS OF WINE NOW TO TOAST WHAT WE
2 HAVE STARTED. CONGRATULATIONS.

3 THE CHAIRMAN: THANK YOU. IT IS NOT OFTEN WE HAVE TWO
4 OF OUR EMPLOYEES MENTIONED IN THE SAME HEARING AS THE GOOD LORD
5 AND DARWIN.

6 I DO HAVE ONE QUESTION. YOU MENTIONED THAT THERE WERE
7 A NUMBER OF VINEYARDS THAT BORDERED ON COUNTY LINES, AND, I GET
8 THE IMPRESSION, WENT OVER THE LINES. DO YOU HAVE ANY FEELING
9 OF HOW TO -- DO YOU KNOW OF ANY VINEYARDS THAT DO CROSS THE
10 PROPOSED LINES, AND DO YOU HAVE ANY FEELING ABOUT HOW TO ADDRESS
11 THESE VINEYARDS?

12 MR. KUNDEE: I THINK WE ALL HAVE TO BE PRACTICAL AND
13 REALIZE WHAT EXISTS, AND I WAS TALKING WITH BUENA VISTA JUST THE
14 OTHER DAY. I THINK THEY HAVE A PROBLEM OF SOME OF THEIR VINES
15 BEING IN NAPA COUNTY WHEN THE MAIN PART OF THEIR VINEYARD IS IN
16 SONOMA COUNTY. I THINK THIS MAY BE ADDRESSED WEDNESDAY WITH THE
17 CARNEROS HEARING.

18 IN EUROPE, WARS WERE FOUGHT OVER THESE LINES. I HOPE
19 WE CAN BE A LITTLE MORE RATIONAL AND REALIZE THAT MAYBE THERE
20 IS A SLIGHT AMOUNT OF GIVE AND TAKE.

21 THE CHAIRMAN: IN THE EVENT THERE IS A WAR, REMEMBER
22 THAT BRUNO DESI DERI AND GEORGE NEIS STARTED IT.

23 MR. KUNDEE: BUT I DON'T THINK MAJOR AREAS SHOULD BE
24 BROUGHT IN. I'M TALKING IN TERMS OF A FEW ROWS OF GRAPEVINES.

25 MR. GRAHAM: IS THERE A SIGNIFICANT DIFFERENCE IN THE
26 GRAPES FROM SOLANO AND LAKE VERSUS NAPA, SONOMA, AND MENDOCINO?

27 MR. KUNDEE: I AM NOT A VINTNER, SO YOU MIGHT WANT TO
28 ASK SOME VINTNERS THAT QUESTION.

1 MR. GRAHAM: AS FAR AS SUGAR, ACID --

2 MR. KUNDEE: THERE ARE SOME DIFFERENCES. THERE ARE
3 ALSO SOME SIMILARITIES. BUT I THINK THE ONLY WAY WE CAN MEASURE
4 THIS IS JUST WHAT I REPORTED. I MEAN, THERE ARE SOME ECONOMIC
5 VALUES PUT ON THOSE, AND WHAT HAVE YOU. SURELY I HAVE TASTED --
6 AND WHEN I WAS AT DAVIS, I USED TO GO BUY A LOT OF WINE OVER IN
7 FAIRFIELD, AND IT WAS VERY REASONABLE, AND IT WAS QUITE CLOSE TO
8 CAMPUS AND VERY FINE. IT HAS WON GOLD MEDALS.

9 I THINK THE IMPORTANT THING IS FOR US TO REMEMBER THAT
10 ALL WINES CAN BE GREAT, BUT THERE MAY BE DIFFERENCES, AND WHAT
11 HAVE YOU, AND I JUST DON'T WANT TO SEE ALL THOSE AREAS BLENDED
12 TOGETHER.

13 MR. GRAHAM: WHAT ABOUT THE HARVEST SEASON? IS THAT
14 DIFFERENT OVER IN SOLANO AND LAKE VERSUS NAPA, SONOMA, AND
15 MENDOCINO? IS THERE A SIGNIFICANT DIFFERENCE IN THE HARVEST
16 DATES?

17 MR. KUNDEE: I THINK LAKE COUNTY'S AND MAYBE SOLANO'S
18 MIGHT BE SLIGHTLY AHEAD OR SO, BUT --

19 MR. GRAHAM: NOTHING REAL SIGNIFICANT?

20 MR. KUNDEE: I DON'T THINK IT'S THAT SIGNIFICANT. I
21 THINK IS IS ALSO PROVEN IN THE RECORD THAT LAKE COUNTY RECEIVES,
22 YOU KNOW -- THERE IS MORE DANGER OF FROST IN THE GROWING SEASON,
23 WHAT HAVE YOU. THOSE ARE ALL FACTORS THAT COME IN BECAUSE THE
24 AREAS DO NOT HAVE QUITE THE MODIFIED CHARACTER, BEING LOCATED,
25 YOU KNOW, RIGHT NEAR AN OCEAN.

26 MR. GEORGE: I HAVE A COUPLE OF QUESTIONS FOR YOU. I
27 BELIEVE YOU MADE THE STATEMENT THAT THERE IS A VERY DISTINCT
28 CLIMATIC DIFFERENCE BETWEEN LAKE AND SOLANO COUNTIES VERSUS NAPA,

1 SONOMA, AND MENDOCINO. AND I HAD TWO QUESTIONS IN THAT RESPECT
2 BASED ON SOME EXPERIENCE. IT SEEMS TO ME THAT IN SOLANO COUNTY
3 THERE SEEMS TO BE TWO DISTINCT DIFFERENT TYPES OF CLIMATE BASED
4 ON WHERE YOU ARE IN SOLANO COUNTY. WHAT IS THERE ABOUT THE
5 COUNTY LINE AT LAKE COUNTY THAT MAKES THE FOG STOP THERE?

6 MR. KUNDEE: I THINK THE COUNTY LINE IS BASICALLY THE
7 HILLS. LET ME TELL YOU, IT IS A VERY TRUE PICTURE, WHAT I WAS
8 TRYING TO PAINT. WE USED TO GO OVER THE HOPLAND GRADE. WE COULD
9 LOOK BACK IN HOPLAND. WE DROVE UP TO CLOVERDALE, AND WHAT HAVE
10 YOU, FROM SANTA ROSA. YOU GOT UP ON THE TOP OF A HILL, AND YOU
11 COULD ACTUALLY SEE -- IT LOOKS LIKE OCEANS THAT HAVE ACTUALLY
12 GONE INTO THE VALLEYS.

13 THE SAME WHEN I AM DRIVING, SAY, FROM NAPA -- OR SONOMA
14 OVER TO NAPA. YOU GET ON TOP OF THE HILL. YOU LOOK DOWN, AND
15 IN THE SUMMER THOSE VALLEYS CAN BE FILLED WITH FOG. WHEN I LOOK
16 FORWARD INTO -- FROM THE HOPLAND GRADE, THE FOG STOPS. IT
17 ACTUALLY DIDN'T STOP AT THE TOP OF THE GRADE. IT ACTUALLY
18 STOPPED ABOUT AT THE 800 FOOT LEVEL. WE WERE WAY UP ON TOP OF
19 THE FOG. WE WERE ABOVE THE FOG, AND YOU COULD LOOK DOWN, AND YOU
20 COULD ACTUALLY SEE ALL THE VALLEYS FILLED IN WITH FOG. THIS IS
21 A NATURAL BARRIER.

22 MR. GEORGE: WHAT ABOUT SOLANO COUNTY?

23 MR. KUNDEE: SAME THING. IF YOU TALK TO AIRLINE PILOTS
24 -- IN FACT, THERE IS A LITTLE CORRIDOR THAT YOU CAN DRIVE GETTING
25 OVER TO INTERSTATE 80. THAT CORRIDOR IS FAMOUS FOR ONE AREA TO
26 GET UNDER THE FOG AND TO THE NAPA COUNTY AIRPORT.

27 MR. GEORGE: YES, BUT I THINK -- ISN'T THERE A RIDGE
28 OF HILLS THAT SORT OF BISECT SOLANO COUNTY? AND I THINK ISN'T

1 THERE SOME CLIMATIC DIFFERENCE WHEN YOU ARE TO THE WEST OF THOSE
2 HILLS AS OPPOSED TO THE EAST OF THOSE HILLS? THAT IS THE
3 QUESTION I AM ASKING.

4 MR. KUNDEE: OKAY. I DO KNOW THAT -- ALL I CAN SAY IS,
5 LIKE DRIVING IN A CAR. WHEN I USE THE TERM GOING INTO A BLAST
6 FURNACE, THERE WAS A VERY RAPID CHANGE IN TEMPERATURES. AND I
7 MEAN WITHIN A MILE.

8 FOR EXAMPLE, IN DRIVING UP NAPA VALLEY, YOU GO THROUGH
9 REGIONS I, II, AND III WHEN YOU GET INTO CALISTOGA. YOU HAVE
10 TRAVELED 30 MILES. IT IS NOT A VERY RAPID CHANGE WHERE THERE IS
11 DISTINCT AREAS. IN TALKING ABOUT JUST HOW WE GOT -- BY THE WAY,
12 WHEN I WAS MENTIONING THE GEOGRAPHICAL FEATURES, I THINK IT IS
13 IMPORTANT TO POINT OUT THAT THE THREE COUNTIES IN WHAT IS CALLED
14 THE NORTH --

15 (THE REPORTER CALLED A RECESS TO CHANGE PAPER.)

16 MR. KUNDEE: I THINK I WAS GOING TO SAY -- I WAS AGAIN
17 REFERRING TO GEOGRAPHICAL FEATURES AND THAT -- HARRY PROVIDED
18 EVIDENCE SHOWING THAT THE THREE COUNTIES ARE LOCATED IN THE
19 NORTH COAST DRAINAGE DISTRICT. MAYBE THAT IS WHERE THE TERM
20 NORTH COAST CAME FROM?

21 I REMEMBER ONCE WHEN I WAS TALKING WITH THE GROWERS,
22 THE DIRECTORS OF NORTH COAST GRAPE GROWERS, I ASKED THEM, "WHY
23 DID YOU CALL YOURSELVES NORTH COAST GRAPE GROWERS? WHY NOT TRI-
24 COUNTY OR NORTH BAY?"

25 AND, TO BE HONEST WITH YOU, THE ANSWER WAS, "WELL, WE
26 HAVE ALWAYS BEEN KNOWN AS THE NORTH COAST." THERE WAS NEVER ANY
27 QUESTION IN THEIR MIND THAT IT SHOULD BE CALLED ANYTHING ELSE.

28 MR. GEORGE: IN THE AREA AROUND CALISTOGA AS OPPOSED TO

1 LAKE COUNTY, IS THERE A DISTINCT CLIMATIC DIFFERENCE IN THAT
2 AREA?

3 MR. KUNDEE: AGAIN, CALISTOGA WAS IN THE VALLEY THAT,
4 AS I SAID, WHEN I DROVE OVER, YOU CAN LOOK UP, AND YOU CAN SEE
5 THE WHOLE VALLEY FILLED IN WITH FOG. THAT'S NOT THE CASE IN
6 LAKE COUNTY.

7 AND, ALSO, AGAIN I WANT TO STRESS WHEN WE TALK ABOUT
8 HEAT SUMMATION UNITS AND REGIONS I, II, III, THERE IS NO MEASURE
9 -- AND THERE IS, BY THE WAY, A LOT OF DISCUSSION ABOUT THIS
10 WITHIN THE UNIVERSITY. THERE IS SOME CRITICISM. THERE IS
11 ABSOLUTELY NO MEASURE FOR DURATION OF EXTREME TEMPERATURES IN ANY
12 OF THESE REGIONS. AND THIS WILL NOT COME OUT WHEN YOU BEGIN
13 COMPARING REGION III IN CALISTOGA AS TO, SAY, REGION III IN
14 KELSEYVILLE.

15 THE CHAIRMAN: MR. KUNDEE, THANK YOU VERY MUCH.

16 MR. JAMES CARTER. JIM CARTER.

17
18 JIM CARTER,

19 ON BEHALF OF SEBASTIANI VINEYARDS, TESTIFIED AS FOLLOWS:

20 MY NAME IS JAMES T. CARTER, THE WINEMAKER AT SEBASTIANI
21 VINEYARDS IN SONOMA COUNTY. I WILL BE BRIEF AND TO THE POINT.

22 SEBASTIANI'S POSITION IS THAT THE TERM NORTH COAST DOES
23 HAVE VALUE. AND HARRY SULLIVAN AND WILLIAM HEINTZ AND RICHARD
24 KUNDEE HAVE POINTED OUT VERY WELL ALL THE GEOGRAPHY AND HISTORY
25 INVOLVED. BUT WE WANT TO MAKE SURE FROM THE SEBASTIANI STAND-
26 POINT THAT THE TERM NORTH COAST IS MAINTAINED IN THE MAIN
27 APPELLATION LEXICONS.

28 SEBASTIANI HAS USED THE TERM SINCE WE BEGAN TO BOTTLE

1 WINE FOR OURSELVES IN 1955, AND IT MEANS TO US THE FIRST LOGICAL
2 BREAKDOWN OF WINE-GROWING AREAS IN CALIFORNIA. AND IT IS THE
3 PREMIUM BREAKDOWN.

4 WE DO PURCHASE GRAPES IN SONOMA, MENDOCINO, NAPA, AND
5 SOLANO COUNTIES. WE WOULD HOPE THAT THE BATF, THOUGH, WOULD
6 MAINTAIN THE TERM NORTH COAST. IF THEY ARE DETERMINED TO
7 MAINTAIN THE POLITICAL BOUNDARY LINES, THEN WE CANNOT SUPPORT
8 SOLANO COUNTY IN THAT BOUNDARY.

9 THERE IS AN AREA IN SOLANO COUNTY, THOUGH, WHICH IS
10 GORDON VALLEY, GREEN VALLEY, AND WOODEN VALLEY, WHICH IS A
11 DISTINCT, GOOD, PREMIUM GRAPE-GROWING AREA, AND WE DO BUY GRAPES
12 THERE. SO IF THE LINE IS NOT TO BE DRAWN ON POLITICAL LINES
13 ONLY, A SMALL PORTION OF SOLANO COUNTY COULD BE INCLUDED, FROM
14 THE SEBASTIANI STANDPOINT.

15 AS FOR LAKE COUNTY, I DON'T KNOW. WE DON'T BUY GRAPES
16 THERE. AND THAT IS OUR BASIC POSITION. NORTH COAST IS A VIABLE
17 NAME, HAS LONG BEEN IN USE, AND SHOULD BE MAINTAINED.

18 MR. GEORGE: WHAT WERE THE THREE VALLEYS IN SOLANO
19 COUNTY?

20 MR. CARTER: WE BUY GRAPES IN GREEN VALLEY, WOODEN
21 VALLEY, AND IN GORDON VALLEY.

22 MR. GEORGE: AND SUISUN?

23 MR. CARTER: FOUR VALLEYS. SUISUN.

24 THE CHAIRMAN: THANK YOU VERY MUCH.

25 MR. GREGG NELSON.

26

27

GREGG NELSON,

28 TESTIFIED AS FOLLOWS:

1 GOOD MORNING, LADIES AND GENTLEMEN. I AM VERY GRATEFUL
2 FOR THE PRIVILEGE OF SPEAKING HERE THIS MORNING. MY NAME IS
3 GREGG NELSON. BY WAY OF INTRODUCTION, I AM A GRAPE GROWER AND
4 THE MANAGER OF OUR FAMILY FARM IN MENDOCINO COUNTY.

5 WE FARM 250 ACRES OF WINE GRAPES. WE HAVE SEVEN
6 DIFFERENT VARIETIES, RANGING FROM CARIGNANE TO CHARDONNAY. IN
7 THE PAST YEARS, WE HAVE SOLD TO SEVERAL DIFFERENT COUNTIES,
8 THOSE BEING MENDOCINO, SONOMA, NAPA, SANTA CRUZ, AND SANTA CLARA
9 COUNTIES.

10 ALSO BY WAY OF INTRODUCTION, I WOULD LIKE TO GIVE YOU
11 TWO PHILOSOPHIES THAT ARE IMPORTANT TO ME, ONE OF THOSE BEING
12 THAT I AM VERY COGNIZANT OF THE VALUE AND THE EFFECTS OF THE
13 SUPPLY AND DEMAND IN THE FREE ENTERPRISE ECONOMIC MODEL. AND MY
14 UNDERSTANDING OF THAT MODEL IS THAT THERE ARE MANY BUYERS -- THE
15 IDEAL MODEL -- THERE ARE MANY BUYERS, MANY SELLERS, AND THERE IS
16 A NEED FOR PERFECT INFORMATION. AND AS I SEE THE EFFORTS THAT
17 YOU AND THE MANY PEOPLE THAT HAVE BEEN INVOLVED IN THE APPELLATION
18 -- THE RELATIONSHIP BETWEEN THIS MODEL AND THE APPELLATION IS
19 THAT IT IS AN ATTEMPT TO INCREASE THE PERFECT INFORMATION FOR THE
20 CONSUMER.

21 THE OTHER PHILOSOPHY THAT IS IMPORTANT TO ME IS THAT
22 GOVERNMENT'S ROLE IN THIS MODEL IS AS A CATALYST. AND GOVERNMENT
23 NEEDS TO BE VERY CAREFUL THAT IT DOESN'T IMPACT THE FREE ECONOMIC
24 ENTERPRISE SYSTEM TOO ADVERSELY IN ANY WAY. MY BOTTOM LINE, MY
25 BOTTOM CONCERN IN THIS MATTER IS HOW ARE YOUR DETERMINATIONS
26 GOING TO AFFECT THE WAY THAT I AM ABLE TO SELL MY GRAPES AND
27 THEREBY MAKE MY INCOME, MY LIVELIHOOD. I BELIEVE MY POINT, THE
28 POINT THAT I WOULD LIKE TO MAKE THIS MORNING TO YOU CAN BE

1 SUMMARIZED PRETTY MUCH BY THE WORD MODERATION. TO GET MORE
2 SPECIFIC, IF WE GET TOO DETAILED AND TOO SPECIFIC IN THE AREAS
3 OF APPELLATION, I MAY LOSE SOME OF MY MARKETS. AND BY WAY OF
4 EXAMPLE, IN MY SELLING TO THE -- IN THE SELLING OF MY GRAPES
5 TO WINERIES IN SANTA CRUZ COUNTY, I AM AWARE OF THE FACT THAT
6 THEY MAY BUY GRAPES IN SONOMA AND MENDOCINO COUNTIES. IT IS MY
7 FEAR THAT IF WE GET TOO DETAILED -- WE ARE A LONG WAYS AWAY. WE
8 ARE ON THE UPPER END -- IT MAY BE TOO DIFFICULT, NOT WORTH THE
9 EFFORT OR THE TIME FOR THAT WINERY TO GO OUT AND GET SPECIFIC
10 LABELS FOR EVERY AREA.

11 ON THE OTHER HAND, IF WE ALLOW THIS APPELLATION TO
12 BECOME TOO GENERAL AND TOO BROAD, THEN IT WILL LOSE THE VALUE
13 THAT THIS INFORMATION GIVES TO THE CONSUMER BECAUSE IT WILL NOT
14 SPELL OUT EXACTLY OR AS CLOSE AS IS NECESSARY FOR THE CONSUMER
15 THE VALUES OF THESE PARTICULAR AREAS.

16 AND THE EXAMPLE THAT COMES TO MY MIND IN THAT AREA IS,
17 IN 1978, I BELIEVE, THE -- I HAD TO WRITE THIS DOWN BECAUSE I
18 CAN'T REMEMBER ALL THE GOVERNMENT TITLES. THE DEPARTMENT OF FOOD
19 AND AGRICULTURE SPLIT THE PRICING DISTRICTS FROM MENDOCINO AND
20 LAKE COUNTIES. AND THE REASON THAT THIS OCCURRED IS THAT MANY
21 GROWERS IN MENDOCINO COUNTY WERE VERY CONCERNED THAT THE PRICE
22 OF THEIR GRAPES WAS LOWER BECAUSE OF THE INFLUENCE OF LAKE
23 COUNTY. MANY GRAPES IN LAKE COUNTY WENT HUNTING FOR A HOME AND
24 WERE SOLD VERY CHEAPLY, WHERE THE GRAPES IN MENDOCINO COUNTY DID
25 NOT HAVE THIS DIFFICULTY. EVIDENTLY THE CALIFORNIA DEPARTMENT
26 OF FOOD AND AGRICULTURE AGREED WITH US, BECAUSE THEY DID SPLIT
27 THE DISTRICTS AND MAKE THEM SEPARATE.

28 GENTLEMEN, THAT IS THE CRUX OF MY POINT. I THINK THAT

1 APPELLATION OF THE NORTH COAST IS VERY VALUABLE IN THAT PEOPLE
2 ARE VERY FAMILIAR WITH IT AND IT IS NOT TOO SMALL AND IT IS NOT
3 TOO LARGE.

4 THE CHAIRMAN: I HAVE A COUPLE OF QUESTIONS. BEING A
5 GROWER, YOU MIGHT BE ABLE TO HELP, AGAIN, WITH MY PATTERN OF
6 QUESTIONS.

7 IF YOUR VINEYARD CROSSED AN APPELLATION BOUNDARY, HOW
8 DO YOU FEEL WE SHOULD HANDLE THE PART OF THE OUTSIDE OF THE
9 BOUNDARY?

10 MR. NELSON: I'VE NEVER BEEN FACED WITH THAT. I AM
11 ALL IN MENDOCINO COUNTY.

12 THE CHAIRMAN: YOU MADE THE REFERENCE ABOUT BEING TOO
13 DETAILED. WHAT DO YOU MEAN BY TOO DETAILED?

14 MR. NELSON: WELL, SIR, I WOULDN'T BE OPPOSED TO
15 HAVING SMALL APPELLATIONS, BUT I WOULD BE OPPOSED TO HAVING ONLY
16 SMALL APPELLATIONS BECAUSE IT WOULD TAKE AWAY FROM MY OPPORTUNITY
17 TO SELL TO THESE WINERIES THAT ARE INTERESTED IN A LARGER AREA.

18 THE CHAIRMAN: MY FINAL QUESTION IS, THE PRICING
19 DISTRICTS YOU REFER TO AS SET UP BY THE STATE OF CALIFORNIA --
20 WHAT DO THEY USE FOR GEOGRAPHICAL BOUNDARIES OR DETERMINATIONS?
21 WHAT DO THEY USE TO IDENTIFY THESE PRICING DISTRICTS?

22 MR. NELSON: MY UNDERSTANDING IS THAT THE PRICING
23 DISTRICTS ARE ALONG POLITICAL BOUNDARIES.

24 MR. GEORGE: I HAVE A QUESTION ABOUT POLITICAL
25 BOUNDARIES. HOW ARE YOU FEELING ABOUT USING POLITICAL BOUNDARIES
26 FOR VITICULTURAL AREAS? DO YOU FEEL THAT IS VERY GOOD OR AN
27 ADEQUATE WAY TO DO IT, OR IS THERE A BETTER WAY?

28 MR. NELSON: I BELIEVE IT DEPENDS ON THE SITUATION.

1 IN THIS CASE, THE CASE OF THE NORTH COAST APPELLATION, I THINK
2 IT IS VERY APPROPRIATE. IF YOU GET TO SMALLER AREAS OF
3 APPELLATION, THERE MAY BE A NEED TO CROSS OVER POLITICAL BARRIERS
4 AND USE GEOGRAPHICAL AREAS.

5 MR. GEORGE: YOU MADE A COMMENT EARLIER I AM NOT SURE
6 I COMPLETELY UNDERSTOOD.

7 MR. NELSON: I AM MORE IN TUNE TO SPEAKING WITH
8 TRACTORS AND GRAPES, SO PLEASE --

9 MR. GEORGE: IT WASN'T THAT. MAYBE I AM NOT IN TUNE
10 TO LISTENING TOO WELL, BUT WERE YOU HAVING A CONCERN OF THE FACT
11 THAT IF THESE AREAS CANNOT BE CHANGED OR ENLARGED OR MADE SMALLER
12 AT A LATER DATE? IS THAT WHAT YOU WERE TRYING TO TELL US A LITTLE
13 EARLIER?

14 MR. NELSON: I BELIEVE IN DOING SOMETHING RIGHT THE
15 FIRST TIME. AND MY EXPERIENCE WITH GOVERNMENT -- I'M ON A SCHOOL
16 BOARD -- IS THAT IT MOVES VERY SLOWLY, AND I COULD BE OUT OF
17 BUSINESS BEFORE THE CHANGE OCCURS.

18 THE CHAIRMAN: I'M NOT SURE WHETHER I WANT TO ASK
19 ANOTHER QUESTION OR NOT. THANK YOU VERY MUCH.

20 MR. NELSON: THANK YOU AGAIN VERY MUCH FOR THIS
21 OPPORTUNITY.

22 THE CHAIRMAN: MR. EARL BROWN.

23
24 EARL BROWN,

25 ON BEHALF OF WEIBEL WINERY, TESTIFIED AS FOLLOWS:

26 MY NAME IS EARL BROWN, AND I AM THE VINTNER FOR WEIBEL
27 WINERY, AND I WILL BE BRIEF, SAME AS WITH JIM. WE WANT TO GO
28 DOWN ON THE RECORD WITH THE OPINION THAT NORTH COAST AREA AS TRI-

1 COUNTY AREA IS IMPORTANT. IT IS IMPORTANT TO US AS A WINERY,
2 AND AS GRAPE GROWERS IN OUR AREA, WE JUST WANT TO SAY THAT WE ARE
3 BEHIND IT. THANK YOU.

4 THE CHAIRMAN: WHEN YOU SAY NORTH COAST AS AN
5 APPELLATION AREA, IS IT IMPORTANT THAT IT ONLY BE THREE COUNTIES?
6 CAN IT BE LARGER THAN THAT? COULD IT BE --

7 MR. BROWN: ACTUALLY, I WAS ASKED TO COME DOWN HERE SO
8 WE WOULD HAVE A REPRESENTATIVE. IF YOU ARE ASKING MY PERSONAL
9 OPINION, YES, I DO THINK IT IS IMPORTANT TO HAVE THE THREE
10 COUNTIES. I THINK THEY HAVE THE PROVEN TRACK RECORD. IF SOME-
11 BODY ELSE WANTS TO HAVE THE APPELLATION, I THINK THAT IS THEIR
12 RIGHT, ONLY I THINK WE SHOULD HAVE OURS, BEING AS WE HAVE ALREADY
13 PROVEN IT. LET THEM PROVE THEIRS.

14 THE CHAIRMAN: THANK YOU.

15 MR. BROWN: THANK YOU.

16 THE CHAIRMAN: MR. RICHARD THOMAS.

17
18 RICHARD THOMAS,

19 TESTIFIED AS FOLLOWS:

20 MR. CHAIRMAN, LADIES AND GENTLEMEN, I AM RICHARD THOMAS,
21 AND I AM A VITICULTURE INSTRUCTOR AT SANTA ROSA JUNIOR COLLEGE
22 AND ALSO A PART-TIME VINEYARD CONSULTANT IN SONOMA, NAPA, AND
23 MENDOCINO COUNTIES.

24 IN BOTH OF MY CAPACITIES, I AM VERY MUCH CONCERNED
25 ABOUT THE BUREAU'S DECISION REGARDING THE NORTH COAST APPELLATION.
26 FIRST, I AM CONCERNED BECAUSE WE NEED A REGIONAL APPELLATION TO
27 MAINTAIN ORDERLY MARKETING BETWEEN COUNTIES AND TO CONTINUE TO
28 PROTECT THE CONSUMER BY HONEST LABELLING WITHOUT A CHANGE OR

1 DILUTION.

2 SECONDLY, I AM CONCERNED ABOUT WHERE THESE LINES ARE
3 DRAWN, ON WHAT IS GOING TO BE INCLUDED IN THE NORTH COAST. IF
4 THE GUIDELINES INDICATING VITICULTURAL SIGNIFICANCE AND/OR
5 HISTORICAL SIGNIFICANCE ARE FOLLOWED, THEN ONLY SONOMA, NAPA,
6 AND MENDOCINO WILL BE INCLUDED.

7 DOING WORK IN ALL THREE COUNTIES AND HAVING MANY
8 STUDENTS FROM ALL THREE, I AM FIRMLY CONVINCED THAT THIS IS WHAT
9 IS MEANT BY THE NORTH COAST. MR. SULLIVAN HAS ALREADY ALLUDED TO
10 THE SIMILARITIES IN CLIMATES; THAT IS, THE FOG BELT, THE REGIONAL
11 SITUATIONS, THE REDWOOD BELT ITSELF, AND SIMILARITIES IN THE SOIL.

12 CULTURALLY, THE PRACTICES ARE CERTAINLY SIMILAR IN ALL
13 THE COUNTIES, FROM THE USE OF PHYLLOXERA-RESISTANT ROOTSTOCK UP
14 TO THE PRUNING AND TRAINING PRACTICES. IN THE CLASSROOM, I FEEL
15 VERY COMFORTABLE EXPLAINING THE PRACTICE AND KNOW THAT MY STUDENTS
16 CAN GO TO ANY OF THESE THREE COUNTIES AND DO THE JOB THEY WERE
17 TRAINED TO DO.

18 AS FOR THE ADJOINING COUNTIES TO WHAT I CONSIDER THE
19 NORTH COAST, LAKE AND SOLANO, I REALLY QUESTION THE WISDOM OF
20 INCLUDING THEM FROM A DILUTION STANDPOINT AND A NON-PROVEN TRACK
21 RECORD.

22 SOLANO IS ALSO CONSIDERED AS A REGION IV, AND WITH
23 DIFFERENT CLIMATE AND SOIL CONDITIONS, IT CERTAINLY DOESN'T SEEM
24 TO ME TO FIT OUR DEFINITION OF NORTH COAST. AS ANY MAP WILL SHOW,
25 AND AS I, ALONG WITH RICH KUNDEE, TRAVELED TO DAVIS MANY TIMES,
26 THE HOT BLAST AS YOU WENT THROUGH JAMIESON CANYON WAS CERTAINLY
27 THERE, WHICH IS ABOUT THE START OF THE SOLANO COUNTY LINE.

28 AS FOR LAKE COUNTY, I HAVE DONE SOME WORK IN LAKE

1 COUNTY. I HAVE ONLY GOT TWO MAJOR QUESTIONS IN INCLUDING THEM IN
2 THE NORTH COAST. ONE IS THE LACK OF A TRACK RECORD AS, ACCORDING
3 TO MR. HEINTZ'S FIGURES, THEY ARE CERTAINLY NEW. AND WHETHER
4 THE QUALITY OF GRAPES THEY PRODUCE THERE IS WHAT ARE UP TO WHAT
5 WE WOULD CONSIDER NORTH COAST STANDARDS, I THINK ONLY TIME IS
6 GOING TO TELL. AT THIS POINT IN TIME, I QUESTION WHETHER WE
7 KNOW THAT OR NOT. OBVIOUSLY, THEY HAVE TROUBLE SELLING SOME
8 GRAPES.

9 THE ONLY MAJOR WINERY TO BUY GRAPES IS A COOPERATIVE
10 FORM THROUGH, I SUPPOSE, NECESSITY TO MARKET MOST OF THEIR GRAPES
11 AND HAS BEEN ALLUDED TO.

12 I HAVE LOOKED AT SOME VINEYARDS FOR POTENTIAL BUYERS
13 AS A VINEYARD CONSULTANT AND ALWAYS POINT OUT THE FACT THAT,
14 "I CAN'T MAKE A BUDGET FOR YOU. I HAVE NO PRICES TO WORK WITH."
15 IF THE FEDERAL-STATE MARKET NEWS CANNOT COME UP WITH A MARKET
16 PRICE, IT IS VIRTUALLY IMPOSSIBLE TO MAKE A LONG-TERM BUDGET UP;
17 AND IT IS DIFFICULT TO MAKE A POSITIVE BUDGET WHEN YOU ARE
18 POOLING GRAPES. SO I CERTAINLY HAVE THAT QUESTION.

19 ANOTHER PROBLEM I SEE IS THE WHOLESALE USE OF OWN-ROOTED
20 VINES, WHICH COULD, AND I THINK WILL, LEAD TO A NEED TO REPLANT
21 THOSE GRAPES IN THE FUTURE. I REALLY HAVE MY DOUBTS THAT THE
22 PHYLLOXERA ORGANISM DOES NOT HAVE A MAP TO LAKE COUNTY. THERE
23 CERTAINLY IS NO BIOLOGICAL REASONS THAT IT IS NOT THERE, AT
24 LEAST THAT ANYONE HAS EVER PROVEN. AND I SIMPLY THINK IT IS A
25 MATTER OF TIME, SINCE IT WAS THERE IN PREVIOUS HISTORY.

26 THE OTHER THING I WOULD POINT OUT ABOUT LAKE COUNTY IS
27 THAT SOMEBODY MENTIONED THE DRAINAGE AREAS, THE NORTH COAST
28 DRAINAGE VERSUS THE SACRAMENTO DRAINAGE. SPEAKING FROM A JUNIOR

1 COLLEGE STANDPOINT, I WOULD POINT OUT THAT LAKE COUNTY IS
2 AFFILIATED WITH THE YUBA COLLEGE SCHOOL DISTRICT, AS WAS VOTED ON
3 A PUBLIC VOTE BY THE COMMUNITY IN LAKE COUNTY. THEY DECIDED TO
4 GO WITH YUBA COLLEGE, WHICH IS CERTAINLY IN THE SACRAMENTO VALLEY
5 AND PROBABLY MUCH MORE CONSISTENT WITH THE SACRAMENTO DRAINAGE
6 BASIN, ALSO.

7 SO TO SUMMARIZE, I WOULD FIRMLY BELIEVE THAT WE
8 DEFINITELY NEED, I WOULD SAY IN MY PERSONAL OPINION, A TRI-COUNTY
9 OR AT LEAST A NORTH COAST APPELLATION FROM A MARKETING STANDPOINT
10 TO PROTECT OUR GROWERS. AND I WOULD LIKE TO THANK EVERYONE AND
11 SIMPLY SAY THAT WE DO NEED SOMETHING OF A REGIONAL APPELLATION.
12 WHETHER IT BE WITH OR WITHOUT SOLANO COUNTY AND LAKE COUNTY, I
13 THINK, IS TOTALLY SECONDARY. FROM A SELLING GRAPE STANDPOINT --
14 AND I SPEAK ON BEHALF OF MY CLIENTS -- WE NEED THE ABILITY TO GO
15 WITHIN THE THREE COUNTIES AND MARKET TO WINERIES WITHIN EACH OF
16 THOSE COUNTIES. THANK YOU.

17 THE CHAIRMAN: CAN I ASK YOU MY QUESTION. DO YOU HAVE
18 ANY FEELING FROM YOUR ASSOCIATION WITH THE SCHOOL AND WITH
19 GROWERS HOW WE SHOULD APPROACH A SITUATION WHERE A VINEYARD MAY
20 CROSS BOUNDARIES?

21 MR. THOMAS: I THINK SOMEONE ALLUDED TO THE FACT --
22 THERE IS ONLY ONE I CAN THINK OF THAT -- I BELIEVE THAT'S PROBABLY
23 UP IN THE LAKE-NAPA COUNTY SECTION, WHICH I BELIEVE ARE ASKING
24 FOR THEIR OWN APPELLATION ANYWAY, ARE THEY NOT? THEY HAVE BEEN
25 TALKING ABOUT IT. IN MOST CASES -- AND I WOULD SPEAK PARTICULARLY
26 ON BEHALF OF THE COUNTY LINE BETWEEN MENDOCINO-LAKE AND NAPA-LAKE
27 -- THERE ISN'T ANYTHING ON THOSE BORDERS YOU COULD PLANT ANYTHING
28 ON THAN, PERHAPS JACK RABBITS AND SAGEBRUSH. LAKE COUNTY IS
066

1 TOTALLY SURROUNDED BY MOUNTAINS, NO SOILED MOUNTAINS, IF YOU HAVE
2 EVER GONE OVER HOPLAND GRADE. A JACK RABBIT TYPICALLY PACKS HIS
3 LUNCH ACROSS THERE.

4 THE CHAIRMAN: THANK YOU, MR. THOMAS.

5 RODNEY STRONG. IS HE HERE?

6 LEE CHANDLER.

7

8

LEE CHANDLER,

9 ON BEHALF OF THE SOUVERAIN CELLARS WINERY, TESTIFIED AS FOLLOWS:

10 GOOD MORNING. LIKE THE OTHER WINERIES PRESENT, I WILL
11 KEEP MY REMARKS BRIEF, ALSO. MY NAME IS LEE CHANDLER, PRESIDENT
12 OF THE SOUVERAIN CELLARS WINERY IN GEYSERVILLE, SONOMA COUNTY.
13 OUR ORGANIZATION IS A LIMITED PARTNERSHIP COMPOSED OF 301 GRAPE
14 GROWERS FROM NAPA, SONOMA, AND MENDOCINO COUNTIES. WE BEGAN OUR
15 PARTNERSHIP FIVE YEARS AGO AND PURCHASED THE SOUVERAIN WINERY
16 FROM THE PILLSBURY COMPANY FOUR AND A HALF YEARS AGO. AT THAT
17 TIME, THE WINERY WAS SELLING A TOTAL OF 58,000 CASES OF WINE
18 DIVIDED BETWEEN SOUVERAIN BRAND AND PRIVATE LABEL MERCHANDISE.
19 BECAUSE OUR OBJECTIVE IS TO STRESS QUALITY, WE ESTABLISHED A
20 POLICY OF ONLY USING GRAPES FROM THE NORTH COAST COUNTIES OF NAPA,
21 SONOMA, AND MENDOCINO IN OUR PREMIUM WINE.

22 TO OUR KNOWLEDGE, WE WERE THE FIRST MAJOR WINERY TO USE
23 THE WORDS APPELLATION NORTH COAST ON ITS FULL LINE OF PREMIUM
24 WINES. FURTHER, WITH ONE EXCEPTION, ALL OF OUR PREMIUM WINES
25 ARE 100 PER CENT VARIETAL. BECAUSE WE FEEL STRONGLY ABOUT THIS
26 REGION, WE HAVE DEVOTED A GOOD PORTION OF OUR LABEL TO DESCRIBING
27 THE HISTORY AND VIRTUES OF THE NORTH COAST APPELLATION.

28 THE DECISION TO IDENTIFY OURSELVES WITH THE NORTH COAST

1 AND TO RESTRICT OURSELVES TO PRODUCTION IN THIS AREA HAS RESULTED
2 IN EXCELLENT CONSUMER ACCEPTANCE OF OUR WINES. SALES OF THE
3 SOUVERAIN WINERY FOR 1980 EXCEEDED 500,000 CASES FOR THE FIRST
4 TIME IN HISTORY. WE ATTRIBUTE THIS TREMENDOUS GROWTH TO TWO
5 FACTORS -- A QUALITY PRODUCT AND IDENTIFICATION WITH AN ESTABLISHED
6 RECOGNIZED APPELLATION KNOWN FOR ITS QUALITY PRODUCTION.

7 WE BELIEVE THE PRESENTLY DEFINED NORTH COAST HAS GAINED
8 BROAD CONSUMER ACCEPTANCE AS AN AREA OF QUALITY PRODUCTION OF
9 BOTH GRAPES AND WINE. ONE RESULT OF THIS ACCEPTANCE IS THE FACT
10 THAT IN RECENT MONTHS SEVERAL OTHER WINERIES IN OUR AREA HAVE
11 BEGUN TO INCLUDE THE WORDS NORTH COAST ON THEIR LABEL. SOME OF
12 THE PRESTIGIOUS WINERIES REPRESENTED HERE TODAY HAVE RECOGNIZED
13 THE BENEFITS OF USING NORTH COAST ON THEIR LABEL.

14 WE HAVE NO OBJECTION TO THE CREATION OF SMALLER AREAS
15 OF APPELLATION WITHIN THE NORTH COAST AND; IN FACT, WOULD
16 ENCOURAGE THOSE GROWERS AND WINERIES IN UNIQUE MICROREGIONS TO
17 APPLY FOR APPELLATIONS. WHAT WE DO OBJECT TO, HOWEVER, IS ANY
18 CHANGE IN THE PRESENT CONFIGURATION AND BOUNDARIES OF THE NORTH
19 COAST.

20 HUNDREDS OF GROWERS HAVE WORKED FOR THE PAST 16 YEARS
21 TO DEVELOP RECOGNITION FOR AN AREA THAT PRODUCES GRAPES OF
22 SUPERIOR QUALITY. SINCE 1974, THE BATF HAS RECOGNIZED THE NORTH
23 COAST AS A LEGITIMATE GRAPE-GROWING REGION CONSISTING OF THE
24 PRESENT THREE COUNTIES. BECAUSE OF THE EFFORTS THAT HAVE BEEN
25 MADE, CONSUMERS ARE WILLING TO PAY MORE FOR WINES FROM THE NORTH
26 COAST. IN ALMOST ALL CASES, GROWERS RECEIVE A BETTER RETURN FOR
27 GRAPES GROWN IN THIS REGION. ANY CHANGE IN THE PRESENT STRUCTURE
28 COULD BE DETRIMENTAL TO BOTH GROWERS AND WINERIES AND COULD DILUTE

1 THE PRESENT, EXCELLENT CONSUMER ACCEPTANCE.

2 GROWERS IN SOME OF THE SURROUNDING AREAS HAVE HAD GREAT
3 DIFFICULTY FINDING A HOME FOR THEIR GRAPES. WHILE WE CAN
4 SYMPATHIZE WITH THEM, WE SUGGEST THAT THEY SHOULD DEVOTE THEIR
5 ENERGIES TO THE DEVELOPMENT OF THEIR OWN, UNIQUE REGIONS SINCE
6 THEIR WINES ARE DISTINCTIVE.

7 FINALLY, THE ULTIMATE REASON TO DEVELOP APPELLATIONS IS
8 TO AID THE CONSUMER, FOR WITHOUT HIM WE WOULD NOT BE HERE TODAY.
9 I BELIEVE OUR GOAL IS TO INFORM AND NOT TO CONFUSE HIM. WE
10 COMMEND THE BATF FOR ITS EFFORT IN RECENT YEARS TO SIMPLIFY THE
11 REGULATIONS AND TO REMOVE CONFUSION FROM THE MINDS OF THE
12 CONSUMER. YOU HAVE TAKEN AN IMPORTANT FIRST STEP BY RAISING THE
13 PERCENTAGE OF VARIETAL GRAPES REQUIRED IN THE BOTTLE TO 75 PER
14 CENT. WE SUGGEST RAISING THAT REQUIREMENT TO 100 PER CENT VARIETAL
15 CONTENT WOULD IMPROVE FURTHER CONSUMER ACCEPTANCE AND REDUCE
16 CONFUSION. WE URGE YOU NOT TO CHANGE THE EXISTING BOUNDARY OF
17 THE NORTH COAST, FOR TO DO SO WOULD BE A STEP BACKWARD FROM YOUR
18 PRESENT POLICY OF DEVELOPING REGULATIONS WHICH AID THE CONSUMER
19 BY REDUCING THE AREA OF CONFUSION.

20 THE CHAIRMAN: I MAKE THE ASSUMPTION THAT YOU HAVE DONE
21 SOME MARKET SURVEYS ON CONSUMER RECOGNITION OF THE NAME. WOULD
22 THE AVERAGE CONSUMER, DO YOU BELIEVE, KNOW WHAT NORTH COAST MEANT
23 IN THE SENSE OF THE PRESENT THREE COUNTIES?

24 MR. CHANDLER: THE ONLY EXPERIENCE I COULD GIVE YOU ON
25 THAT IS THE FACT THAT THE SOUVERAIN WINES ARE MARKETED BY JULIUS
26 WILE COMPANY, A 103-YEAR OLD MARKETING AND DISTRIBUTION FIRM,
27 AND THEY FEEL VERY STRONGLY ABOUT THE APPELLATION OF NORTH COAST
28 ON THE LABEL. IT WAS THEIR RECOMMENDATION THAT WE INCLUDE IT,

1 PLUS OUR OWN PREFERENCE, OF COURSE. THEY FEEL IT HAS CONSUMER
2 ACCEPTANCE. WE HAVE NOT PAID FOR ANY MARKETING SURVEYS ON THIS,
3 OR CONSUMER SURVEYS.

4 MR. GRAHAM: IN YOUR TESTIMONY, YOU SAID THE WINES
5 FROM SOLANO AND LAKE ARE DISTINCTIVE. IN WHAT WAY ARE THEY
6 DISTINCTIVE?

7 MR. CHANDLER: I WOULD LIKE TO PREFACE MY REMARKS BY
8 ADDING THAT I AM NOT A WINEMAKER. HOWEVER, I HAVE ON OCCASION
9 TASTED WINES FROM LAKE COUNTY, AND THEY ARE DIFFERENT FROM WINES
10 PRODUCED IN NAPA, SONOMA, AND MENDOCINO, IN MY OPINION, THE ONES
11 I HAVE TASTED. I AM NOT A WINEMAKER, HOWEVER.

12 MR. GRAHAM: YOU WOULD NOT KNOW ANYTHING AS FAR AS THE
13 CHARACTERISTICS OF THE GRAPES IN THOSE TWO COUNTIES VERSUS THE
14 ONES IN SONOMA, MENDOCINO, AND NAPA COUNTIES?

15 MR. CHANDLER: WE DO NOT PURCHASE ANY GRAPES OUTSIDE
16 THE THREE-COUNTY AREA. I HAVE SEEN LAKE COUNTY GRAPES CRUSHED.
17 I HAVE NEVER SEEN SOLANO COUNTY GRAPES CRUSHED.

18 VISUAL APPEARANCE OF LAKE COUNTY CABERNET IS VERY CLOSE
19 TO THE VISUAL APPEARANCE IN THE OTHER THREE COUNTIES. HOWEVER,
20 ON WINE TASTINGS -- I WILL NEVER FORGET THE FIRST TWO WEEKS WE
21 OWNED THE SOUVERAIN WINERY, WE PARTICIPATED IN A BLIND TASTING.
22 AND A BOTTLE OF LAKE COUNTY CABERNET WAS INTRODUCED FOR THE
23 PURPOSE OF CONFUSING THE PANEL, AND THEY IMMEDIATELY PULLED IT
24 OUT AND SAID, "THIS IS A LAKE COUNTY CABERNET." SO A PANEL OF
25 WINEMAKERS KNEW THE TASTE.

26 THE CHAIRMAN: THANK YOU, VERY MUCH.

27 IF OTHER PEOPLE WANT TO SEND THEIR COMMENTS IN WRITING,
28 WE WILL ACCEPT THEM. WE WILL BREAK NOW FOR LUNCH, THEN, AND WE

1 ARE SCHEDULED TO RESTART ABOUT 1:00.

2 (AT APPROXIMATELY 11:50 A.M., A RECESS WAS TAKEN
3 UNTIL 1:15 P.M. OF THE SAME DAY.)
4
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12

13 SOLANO COUNTY PRESENTATION

14 THE CHAIRMAN: LADIES AND GENTLEMEN, IF WE COULD, I
15 WOULD LIKE TO CONVENE AND APOLOGIZE FOR BEING LATE. BUT IN A
16 THRIVING METROPOLIS LIKE SANTA ROSA, ALL THE RESTAURANTS WERE
17 VERY CROWDED.

18 WE WILL START WITH THE SOLANO COUNTY PRESENTATION. I
19 WILL GO THROUGH THE NAMES IN THE ORDER GIVEN TO ME AND CALL THEM
20 INDIVIDUALLY AS WE GET TO THEM.

21 JAMES DE TAR, WILLIAM C. HARRISON, WYMAN RILEY, BOB
22 CARTY, BILL WETZEL, BEN VOLKHARDT, JAN HEWITT.

23 I WOULD ASK AGAIN THAT YOU TRY TO KEEP AS CLOSE TO 10
24 MINUTES AS YOU CAN, PLEASE.

25 JAMES DE TAR.

26
27 JAMES DE TAR,

28 TESTIFIED AS FOLLOWS:

1 I AM JIM DE TAR, AND I AM A FARM ADVISER, COOPERATIVE
2 EXTENSION, UNIVERSITY OF CALIFORNIA IN SOLANO COUNTY.

3 ABOUT FOUR YEARS AGO, WE TRIED TO, IN OUR OFFICE,
4 CHARACTERIZE THE GRAPE INDUSTRY IN WESTERN SOLANO COUNTY, AND
5 THAT IS WHAT I HAVE GIVEN YOU THERE. I HAVE REVIEWED IT RECENTLY
6 AND FIND IT TO BE UP TO DATE, WITH CERTAIN EXCEPTIONS.

7 I HAVE SOME OVERHEAD SLIDES THERE FROM THAT PUBLICATION
8 I WOULD LIKE TO SHOW, IF I MAY.

9 COULD I HAVE THE LIGHTS DIMMED.

10 I THOUGHT YOU COULD ALL SEE SOLANO COUNTY RIGHT HERE IN
11 RELATION TO THE OTHER COUNTIES YOU ARE TALKING ABOUT. QUITE
12 COMMONLY, IT GETS THROWN IN WITH THE VALLEY AND THE NORTH BAY;
13 AND THERE IS REASON FOR THAT BECAUSE WE SEE THE EASTERN HALF
14 DOES FALL INTO THE CENTRAL VALLEY. THE WESTERN HALF CERTAINLY,
15 AS I WILL POINT OUT, COULD BE CONSIDERED A NORTH BAY COUNTY.

16 THE WESTERN SOLANO GRAPE INDUSTRY IS LOCATED HISTORICALLY
17 IN THE DARKER AREA. TO BLOW THAT UP A LITTLE, HERE IS SOLANO
18 COUNTY AND U.S. 80; AND THAT IS, AGAIN, THE AREA WE ARE TALKING
19 ABOUT, GREEN VALLEY AND SUISUN VALLEY.

20 HERE AGAIN, IT IS ENLARGED, AND WE SEE INTERSTATE 80,
21 SUISUN VALLEY, GREEN VALLEY.

22 WE HAVE THE VACA MOUNTAINS, COAST RANGE COMING DOWN
23 HERE, AND THE MOUNT GEORGE RANGE COMES DOWN HERE. BOTH OF THEM
24 ARE PART OF THE COAST RANGE.

25 THE DRAINAGE IS LARGELY GREEN VALLEY CREEK OUT OF NAPA
26 COUNTY DOWN SOUTH INTO SUISUN BAY.

27 SUISUN VALLEY IS SUISUN VALLEY CREEK, SUISUN CREEK,
28 OUT OF WOODEN VALLEY, LAKE CURRY, AND GORDON VALLEY IN NAPA COUNTY

1 -- THOSE ARE UP HERE -- COMES DOWN, AND THEN, AGAIN, GOES INTO
2 SUISUN BAY.

3 I MIGHT POINT OUT THAT SOLANO COUNTY NOT ONLY FACES
4 -- THE WESTERN PART OF SOLANO COUNTY -- NOT ONLY SUISUN BAY, BUT
5 ALSO SAN PABLO BAY. THAT MAP I JUST SHOWED YOU SEEMS TO INDICATE
6 NAPA COUNTY REACHES SAN PABLO BAY. I THINK THAT'S AN ERROR.
7 SOLANO COUNTY FACES ON SAN PABLO AND SUISUN BAY.

8 MR. HEINTZ ALREADY DISCUSSED ACREAGES IN THE VARIOUS
9 COUNTIES THAT ARE INVOLVED. THESE WERE SOME OF MY FIGURES THAT
10 REALLY JUST SUBSTANTIATE HIS.

11 WESTERN SOLANO COUNTY HAS BEEN IN THE GRAPE BUSINESS
12 SINCE 1860. THE ACREAGE HAS GONE, ACCORDING TO MR. HEINTZ, FROM
13 3,000 IN 1890, UP AND DOWN, WENT DOWN ALONG WITH EVERYBODY ELSE'S
14 TO AROUND 500 ACRES, AND HAS SINCE COME BACK UP TO 1200 ACRES.

15 THESE ARE THE KIND OF VARIETIES WE FIND IN WESTERN
16 SOLANO COUNTY, OR IN THE COUNTY AS A WHOLE. YOU'VE GOT THREE
17 AREAS: THE GREEN VALLEY, SUISUN AREA OF WESTERN SOLANO COUNTY;
18 THE LAGOON VALLEY OR VACAVILLE AREA; AND THEN THE ISLAND AREA,
19 HASTINGS -- OR EASTERN SOLANO COUNTY, HASTINGS AND RYER ISLAND.

20 THE AREA UNDER DISCUSSION IS ONLY THE WESTERN SOLANO
21 COUNTY, OR GREEN VALLEY, SUISUN VALLEY, CURRENTLY SOME 800 ACRES;
22 WHEREAS, IN THE VACAVILLE AREA, DIFFERENT CLIMATE, SOME 90 ACRES;
23 AND ON THE ISLAND, OFTEN ASSOCIATED WITH THE CLARKSBURG AREA, WE
24 HAVE SOME 400 ACRES. THIS IS EAST OF RYER ISLAND.

25 THESE ARE THE VARIETIES. THE MIX OF VARIETIES IN
26 RECENT YEARS HAS TENDED TO GO FROM WHAT YOU MIGHT CALL THE
27 STANDARD VARIETIES LIKE CARIGNANE TO MORE VARIETIES LIKE GAMAY
28 AND CABERNET.

1 THIS IS WHERE THE GRAPES GO. AS YOU HAVE ALREADY HEARD,
2 WE HAVE TWO OPERATING WINERIES IN SOLANO COUNTY. NEITHER ONE
3 CRUSH A GREAT DEAL, SO THAT THE BULK OF THE GRAPES HAVE BEEN
4 CRUSHED IN NAPA AND SONOMA COUNTIES.

5 IN FACT, IN 1974, ABOUT 80 PER CENT WENT THAT WAY; AND,
6 RECENTLY UPDATED, STILL ABOUT 80 PER CENT. THE CHANGE HAS BEEN
7 THAT THE GRAPES FROM THE RYER ISLAND OR EASTERN SOLANO COUNTY
8 HAVE GONE TO THE SAN JOAQUIN VALLEY WINERIES. VERY SMALL
9 PERCENTAGE HAVE BEEN CRUSHED AND MADE INTO WINE LOCALLY. I
10 SUPPOSE EVERYBODY KNOWS THIS.

11 PEOPLE HAVE BEEN KIND OF PUSSY-FOOTING AROUND ABOUT
12 THIS. WE GROW THE SAME VARIETIES IN DIFFERENT DISTRICTS; AND,
13 FORTUNATELY OR UNFORTUNATELY, WE GET DIFFERENT PRICES. SOLANO
14 COUNTY GROWERS, OR WESTERN SOLANO COUNTY GROWERS TRADITIONALLY
15 THOUGHT THEY WERE GETTING ABOUT 90 PER CENT OF THE NAPA COUNTY
16 PRICE.

17 THESE ARE SOLANO COUNTY'S LEADING FIVE VARIETIES AND
18 THE PRICE THAT WAS REPORTED IN THE GRAPE CRUSH REPORT IN 1979.
19 AND YOU CAN SEE THEY ARE DIFFERENT. AND THE AVERAGE IS 417 --
20 IS THAT RIGHT? -- FOR NAPA, 308 FOR SOLANO, AND 188 FOR LODI.

21 QUITE OBVIOUSLY, AFTER ITS LONG ASSOCIATION WITH NAPA
22 COUNTY, THE PROSPECT OF SOLANO GROWERS GETTING LODI PRICES SEEMED
23 LIKE A RATHER DISMAL PROSPECT.

24 WE HAVE HAD SOME TALK ABOUT CLIMATE AND HEAT SUMMATION
25 AND DAY DEGREES AND THAT SORT OF THING. UNFORTUNATELY FOR
26 WESTERN SOLANO COUNTY GROWERS, THERE WAS AN ERROR THAT WAS
27 PRINTED IN THE BOOK BY WINKLER MANY YEARS AGO THAT PLACED
28 CORDELIA IN A GRAPE REGION AT IV. THIS ERROR HAS BEEN PERPETUATED

1 IN A NUMBER OF DIFFERENT PUBLICATIONS SINCE.

2 I MIGHT POINT OUT THAT THOSE OF YOU WHO HAVE WORKED
3 WITH TEMPERATURE UNITS OR DAY DEGREES KNOW THAT THESE THINGS ARE
4 REALLY NOT VERY PRECISE. A DIFFERENCE IN AN AVERAGE TEMPERATURE
5 PER DAY OF TWO DEGREES THROUGH A SEASON WILL THROW A DISTRICT
6 FROM ONE REGION TO ANOTHER. THAT IS HARDLY WITHIN THE ACCURACY
7 OF YOUR MEASURING INSTRUMENTS UNLESS YOU CALIBRATE THEM RATHER
8 CAREFULLY, AND USE THERMOGRAPHS, IN OTHER WORDS. IT MAKES A
9 GREAT DEAL OF DIFFERENCE HOW YOU CALIBRATE DAY DEGREES.

10 MR. KUNDEE POINTED OUT THEY USE A MAXIMUM AND MINIMUM,
11 AND THERE ARE SOME ERRORS THAT CAN BE INTRODUCED. THERE ARE A
12 NUMBER OF WAYS OF CALIBRATING, AND YOU COME UP WITH DIFFERENT
13 ANSWERS. JUST LEAVE IT AT THAT.

14 THE OTHER THING WE FIND OUT IS THAT WE USE THE
15 DEPARTMENT OF METEOROLOGY WEATHER STATION THAT HAS BEEN IN THE
16 MIDDLE OF SUISUN VALLEY FOR SOME 15 YEARS. THAT IS OUR BASE
17 STATION. AND YOU CAN SEE THAT THE GRAPE REGION IN DIFFERENT
18 AREAS IS DIFFERENT. YOU CAN BE AS COOL AS A REGION II OR AS WARM
19 AS A REGION IV AT THIS ONE LOCATION IN SUISUN VALLEY. SO YOU
20 CANNOT ARBITRARILY SAY THIS IS A REGION III DISTRICT.

21 IN THE OTHER TWO COLUMNS, IT HAS BEEN OUR EFFORT TO
22 CORRELATE THE OTHER REGIONS WITH OUR MAIN BASE STATION, NAMELY,
23 GREEN VALLEY. BUT OVERALL, IF YOU HAVE TO CATEGORIZE IT BY SOME
24 WAY OR OTHER, I GUESS YOU WOULD SAY WE ARE AN AVERAGE THREE IN
25 THE WESTERN SOLANO GRAPE AREAS.

26 THESE REGION III'S, AS PROBABLY WILL BE POINTED OUT,
27 EXIST IN SOME OF THE OTHER AREAS UNDER DISCUSSION, NAMELY IN THE
28 WARMER PART OF NAPA AND SONOMA AND, I GUESS, MENDOCINO, TOO.

1 IT CAME UP THE QUESTION OF IS A 3,000 DAY DEGREE THE
2 SAME ONE PLACE AS ANOTHER? AND IT WAS A QUESTION OF MODIFYING
3 INFLUENCE AS BROUGHT UP. THE MODIFYING INFLUENCE IN THE SUISUN
4 AREA AND THE GREEN VALLEY AREA -- THERE ARE TWO. ONE IS THE WEST
5 WIND. SUISUN IS INDIAN FOR WEST WIND. THAT IS THE PREVAILING
6 WIND THAT COOLS OUR AREA. THE OTHER IS YOUR PROXIMITY TO THE TWO
7 BAYS, SAN PABLO BAY FOR THE FAR WESTERN PART OF SOLANO COUNTY,
8 AND SUISUN BAY. THE DISTRICTS WE ARE TALKING ABOUT ARE WITHIN
9 10 MILES OF THE BAY.

10 ANOTHER APPROACH TO CLIMATE MIGHT BE -- A FEW YEARS
11 AGO, A UNIVERSITY OF CALIFORNIA EXTENSION BIOCLIMATOLOGIST MADE
12 A CLIMATE MAP OF THE STATE, AND YOU WILL FIND IT IN LANE
13 PUBLICATIONS' SUNSET WESTERN GARDEN BOOK IN THE FRONT, IF ANY OF
14 YOU USE THAT. YOU WILL FIND THEY HAVE THESE DIFFERENT CLIMATE
15 AREAS. AND THE SOLANO PART CAME FROM THIS MAP, AND I JUST USE
16 THIS TO POINT OUT THAT -- ONE DOES NOT MEAN GRAPE REGION. ONE
17 IS WHAT WE CALL THE MARITIME. THAT'S THE STUFF DOWN TO THE
18 BLACK POINT CUTOFF, WHICH IS RIGHT ALONG SAN PABLO BAY, AND, AGAIN,
19 ALONG SUISUN BAY.

20 AND II WE CALL THE COASTAL REGION, THE GREEN VALLEY,
21 SUISUN VALLEY AREA. THIS IS GREEN VALLEY HERE, AND THIS IS
22 SUISUN VALLEY RIGHT UP HERE.

23 COMING DOWN FROM THE TOP -- THIS IS A COASTAL BAND.
24 COMING DOWN FROM THE TOP, THIS IS AN INTERIOR REGION, VERY WARM,
25 AND THIS IS THE VACAVILLE AREA. AS YOU GO UP HIGHWAY 80, YOU
26 WILL SEE SOME GRAPES THERE, AND THE PENA ADOBE IN THE CITY OF
27 VACAVILLE.

28 SOME PEOPLE HAVE COMMENTED THEY ARE GOING FROM SONOMA

1 AREA OR NAPA UP THROUGH 80 AND HIT A WARM PLACE IN THE ROAD.
2 THOSE OF US THAT LIVE IN THE FAIRFIELD AREA AND TRAVEL FREQUENTLY
3 TO THE BAY AREA OR THROUGH NAPA AND SANTA ROSA FIND THAT, COMING
4 FROM NAPA COUNTY OR FROM VALLEJO EITHER ON 80 OR HIGHWAY 12 --
5 WE FIND NO DRASTIC OR ABRUPT CHANGES IN TEMPERATURE. WHERE WE
6 FIND THE ABRUPT CHANGES IN TEMPERATURE IS GOING UP HIGHWAY 80
7 BETWEEN FAIRFIELD AND VACAVILLE. AND YOU BREAK UP OVER THIS
8 LITTLE GAP HERE, AND THERE ALL OF A SUDDEN IT'S REALLY QUITE WARM.
9 THIS WHOLE AREA GENERALLY, WE FEEL, IS WINDY AND COOL.

10 THIS AREA III IS EASTERN SOLANO COUNTY, AND THAT IS IN
11 THE CENTRAL VALLEY. I MIGHT POINT OUT SOME OTHER THINGS THAT
12 HORTICULTURALLY WE NOTICE. WE FIND THAT POLITICAL BOUNDARIES DO
13 NOT HAVE ANY HORTICULTURAL SIGNIFICANCE AS A GENERAL RULE.

14 IN THIS WARM AREA UP HERE, IT HAPPENS TO BE APRICOTS.
15 IT IS THE APRICOT DISTRICT. APRICOTS RIPEN IN 30 DAYS, A FULL
16 MONTH BEFORE APRICOTS RIPEN IN THE SUISUN VALLEY. DRASTICALLY
17 DIFFERENT.

18 ANOTHER THING WE NOTICE IS IN THE PRUNE INDUSTRY.
19 PRUNES ON THE COAST, AS THEY RIPEN, TEND TO DROP AND FALL BIT BY
20 BIT, WHICH IS A PROBLEM WITH MECHANICAL HARVEST. THIS HAPPENS
21 IN THE COASTAL COUNTIES; WHERE IN THE VALLEY COUNTIES, THE PRUNES
22 TEND TO STAY ON THE TREE AFTER THEY RIPEN SO THEY CAN BE HARVESTED
23 ALL AT ONE TIME. WE FIND THE SUISUN AREA IS INTERMEDIATE IN THAT
24 RESPECT.

25 THAT JUST ABOUT CONCLUDES MY REMARKS. THANK YOU.

26 THE CHAIRMAN: MR. DE TAR, SHOULD ALL OF SOLANO COUNTY
27 BE IN THE NORTH COAST?

28 MR. DE TAR: I WOULD THINK NOT. NO. DEFINITELY NOT.

1 NOT ON THE BASIS OF MY INFORMATION.

2 MRS. KIRK: WHAT PART OF THE SOLANO COUNTY WOULD YOU
3 SUGGEST BE INCLUDED WITHIN THE PROPOSED NORTH COAST AREA?

4 MR. DE TAR: WHAT I CALL WESTERN SOLANO COUNTY WOULD BE
5 THE AREA WHERE THE HISTORICAL GRAPE INDUSTRY HAS BEEN CENTERED
6 FOR 120 YEARS -- GREEN VALLEY OR SUISUN VALLEY OR THE AREA WEST
7 OF FAIRFIELD. I THINK OTHER PEOPLE ADDRESSED THAT.

8 A VOICE: I CAN PROBABLY ADDRESS THAT PROBLEM. IT
9 MIGHT SAVE TIME. I AM THE NEXT SPEAKER.

10 MR. DE TAR: I WISH YOU WOULD ASK ME THE QUESTION
11 ABOUT IF A VINEYARD CROSSES A LINE.

12 THE CHAIRMAN: I DECIDED TO QUIT THAT.

13 MR. DE TAR: I THINK POLITICAL LINES HAVE NO HORTICUL-
14 TURAL SIGNIFICANCE. I THINK YOU WOULD HAVE TO INCLUDE THE WHOLE
15 VINEYARD.

16 MR. GEORGE: IF I COULD TAKE A FEW MINUTES OF YOUR TIME.

17 I THINK THAT IS A VERY SUCCINCT COMMENT YOU MAKE ABOUT
18 POLITICAL BOUNDARIES. NOW, WHAT IN YOUR EXPERIENCE WOULD BE A
19 BETTER ALTERNATIVE THAN TO HAVE POLITICAL BOUNDARIES? AND I
20 REALIZE THAT SOMETIMES POLITICAL BOUNDARIES ARE THE BEST THING
21 TO MAKE A DISTINCTION, AND SOMETIMES THEY ARE NOT. BUT IF WE
22 HAVE A CASE HERE WHERE IT IS POSSIBLY NOT THE RIGHT THING TO DO,
23 WHAT SHOULD WE DO WITH IT?

24 MR. DE TAR: I WOULD FOLLOW MY LAST MAP, MY CLIMATE
25 MAP, REALIZING THAT IT IS NOT ALL THAT PRECISE, NOR IS DEGREE
26 DAYS.

27 MR. GEORGE: JUST ONE OTHER QUESTION. THE VALLEY THAT
28 IS IN SOLANO COUNTY -- IS THAT WOODEN VALLEY?

1 MR. DE TAR: WOODEN VALLEY IS IN NAPA COUNTY.

2 MR. GEORGE: GORDON VALLEY?

3 MR. DE TAR: GORDON VALLEY. THE CULTIVATABLE LAND IN
4 GORDON VALLEY BLENDS INTO UPPER SUISUN VALLEY. THEY ARE REALLY
5 ONE AND THE SAME. IT IS HARD TO TELL WHERE ONE ENDS AND THE
6 OTHER BEGINS.

7 MR. GEORGE: GREEN AND SUISUN ARE BOTH IN SOLANO?

8 MR. DE TAR: YES.

9 MR. GEORGE: THANK YOU.

10 THE CHAIRMAN: WILLIAM HARRISON.

11

12 WILLIAM C. HARRISON,

13 ON BEHALF OF THE WESTERN SOLANO GRAPE GROWERS, TESTIFIED AS
14 FOLLOWS:

15 I AM WILLIAM C. HARRISON, REPRESENTING THE WESTERN
16 SOLANO GRAPE GROWERS. AND I MIGHT ADD THAT I GREW UP IN SOLANO
17 COUNTY. I LIVE IN NAPA COUNTY. SO I AM FAMILIAR WITH BOTH FOR
18 THE LAST 40 YEARS.

19 FIRST OF ALL, I WOULD LIKE TO FILE WITH THE BOARD AT
20 THIS TIME AN EXHIBIT NEXT IN ORDER, WHICH IS A LETTER UNDER DATE
21 OF JANUARY 7, 1980, TO THE DIRECTOR OF THE ALCOHOL, TOBACCO, AND
22 FIREARMS BUREAU, WHEREIN IT INDICATES: "THE UNDERSIGNED WINE
23 GRAPE GROWERS, KNOWN AS THE WESTERN SOLANO GRAPE GROWERS, STRONGLY
24 URGE THAT THE GREEN VALLEY/SUISUN VALLEY WINE GRAPE PRODUCTION
25 AREA OF WESTERN SOLANO COUNTY (CALIFORNIA) BE ALLOWED TO RETAIN
26 ITS HISTORICAL NORTH COAST DESIGNATION FOR ALL PURPOSES BECAUSE
27 OF ITS GEOGRAPHICAL LOCATION (WITHIN THE COAST MOUNTAIN RANGE);
28 CLIMATE; LONG CONTINUOUS HISTORY OF PRODUCTION (SINCE 1860);

1 TRADITIONAL ASSOCIATION WITH AND CROP UTILIZATION BY NORTH COAST
2 VINTNERS; GRAPE QUALITY; AND VARIETIES.

3 "THE AREA REPRESENTED" -- SO THAT WE CAN CLARIFY THIS
4 FOR THE BOARD AND PURSUANT TO THE RULES. "THE AREA REPRESENTED
5 BY THE ABOVE GROWERS STARTS AT THE NORTHWEST BOUNDARY OF NAPA AND
6 SOLANO COUNTIES" -- AND IF I CAN INDICATE THAT FOR MEMBERS OF THE
7 BOARD AND FOR THE AUDIENCE, WE HAVE INDICATED THIS IS THE ENTIRE
8 MAP OF SOLANO COUNTY, AND WE HAVE OUTLINED JUST THE WESTERN AREA
9 WE ARE SPEAKING OF IN RED TO DELINEATE THE VITICULTURAL AREA THAT
10 WE FEEL OF SOLANO COUNTY SHOULD BE MAINTAINED AS A NORTH COAST
11 AREA.

12 NOW, AGAIN CONTINUING WITH THAT: "THE AREA REPRESENTED
13 BY THE ABOVE GROWERS STARTS AT THE NORTHWEST BOUNDARY OF NAPA AND
14 SOLANO COUNTIES (LOCATED IN WILD HORSE VALLEY) PROCEEDING SOUTH
15 ALONG THE COUNTY LINE TO JAMIESON CANYON AT WHICH POINT IT TURNS
16 EAST AND PROCEEDS ALONG CORDELIA ROAD TO THE INTERSECTION WITH
17 PENNSYLVANIA AVENUE WHERE IT TURNS NORTH AND PROCEEDS NORTH-
18 WESTERLY TO THE INTERSECTION WITH THE NAPA COUNTY LINE AT THE HEAD
19 OF SODA SPRINGS CREEK." AND IT IS SORT OF ALMOST A SQUARE OR
20 RECTANGLE AREA IN THE SOUTH OR WESTERN PART OF SOLANO COUNTY.

21 AND I WILL FILE THAT WITH THE BOARD.

22 THE CHAIRMAN: THAT WOULD BE NO. 4. AND, FOR THE
23 RECORD, THE PACKAGE THAT MR. DE TAR GAVE, THE WINE GRAPE INDUSTRY
24 OF SOLANO COUNTY, WILL BE NO. 3.

25 MR. HARRISON: NOW, THE REASON WE ASK THAT -- IT IS MY
26 UNDERSTANDING THAT THE PURPOSE OF THE HEARING IS WHAT AREA WOULD
27 BE IN THE NORTH COAST VITICULTURAL AREA.

28 AND TRADITIONALLY, AS THE HISTORIANS HAVE POINTED OUT

1 AND AS THE REPORT MARKED NO. 3 BY MR. DE TAR INDICATES, THE GREEN
2 VALLEY, SUISUN VALLEY AREA HAS PRODUCED GRAPES OF THE QUALITY
3 THAT COULD BE USED -- AND, IN FACT, 80 PER CENT HAVE BEEN SOLD TO
4 BE CRUSHED IN THE NAPA, SONOMA, AND MENDOCINO AREAS, PRIMARILY
5 NAPA.

6 NOW, I HAVE OTHER EXHIBITS I WOULD LIKE TO HAVE MARKED
7 OR TO BE INTRODUCED. ONE, THE NEXT IN ORDER, WOULD BE 5 -- WOULD
8 BE A PICTURE DEPICTING THE GREEN VALLEY, AND, ALSO, OVER THE RANGE
9 YOU CAN SEE NAPA VALLEY. AND I THINK IT WOULD BE OF SOME
10 ASSISTANCE. ANOTHER DOCUMENT OR PHOTOGRAPH THAT WE COULD MARK
11 EXHIBIT NO. 6, DEPICTING SUISUN VALLEY; ANOTHER DOCUMENT, NO. 7,
12 DEPICTING GREEN VALLEY; AND A SMALL POSTCARD-TYPE PICTURE THAT
13 WE COULD CALL 8, THAT DEPICTS THE CLOSENESS OF ALL THE AREAS WE
14 ARE SPEAKING OF.

15 I THINK IN COMMENTING WHILE THE BOARD HAS AN OPPORTUNITY
16 TO REVIEW THOSE PICTURES, THE PICTURE MARKED 5, I BELIEVE,
17 DEPICTING THE GREEN VALLEY, SHOWS THE MOUNTAIN RANGE THAT MR.
18 DE TAR SPOKE ABOUT, THE MOUNT GEORGE RANGE OF THE COASTAL RANGE
19 DIVIDING NAPA VALLEY FROM SUISUN VALLEY AND GREEN VALLEY. IN THE
20 SMALL POSTCARD THAT INDICATES GREEN VALLEY, IN THE LEFT-HAND SIDE
21 YOU CAN SEE MOUNT ST. HELENA; AND TO THE RIGHT YOU CAN SEE THE
22 BLUE RIDGE, OR VACAVILLE COASTAL RANGE, INDICATING THE DELINEATION
23 FOR THE SUISUN VALLEY.

24 NOW, OF PARTICULAR IMPORT, I BELIEVE, IS THE FACT THAT,
25 NOT ONLY DOES HISTORY SUPPORT THE FACT THAT SOLANO COUNTY SHOULD
26 BE INCLUDED IN THE NORTH COAST VITICULTURAL AREA, BUT ALSO THE
27 FACT OF THE GEOGRAPHY ITSELF. NOT ONLY THE GEOGRAPHICAL AREA --
28 IF YOU SEE THE PICTURES, THE AREAS OF, WE FEEL, SUISUN VALLEY AND

1 GREEN VALLEY ARE LIKE MINIATURE NAPA VALLEYS, THE PRIME AREA FOR
2 GRAPE PRODUCTION, WE FEEL, IN THE WORLD.

3 NOW, IT IS NOT ONLY THE FACT THAT THEY ARE VALLEYS.
4 THEY EACH HAVE A MOUNTAIN RANGE ON EACH SIDE THAT IS PART OF THE
5 COASTAL RANGE, THEY ARE FLAT. AND THE TWO PICTURES THAT WE HAVE
6 INTRODUCED, I BELIEVE, AS 6 AND 7 INDICATE THE AREA UPON WHICH
7 MOST OF THE GRAPE PRODUCTION WITH WHICH OUR WESTERN SOLANO GRAPE
8 GROWERS ARE CONCERNED ARE IN THE FLATLANDS WITH THE SAME SOIL
9 CONTENT AS THAT IN THE NAPA VALLEY TO MUCH DEGREE AND WITH THE
10 SAME QUALITY OF GRAPE PRODUCTION THAT CAN BE GOTTEN IN THE OTHER
11 THREE COUNTIES.

12 NOW, SOME OF THE SPEAKERS EARLIER THIS MORNING
13 INDICATED THAT MAYBE SOLANO COUNTY HAS NOT MADE A TRACK RECORD,
14 AND I THINK THAT IS NOT TRUE. I THINK THE RECORDS AND THE DATA
15 THAT HAS BEEN INTRODUCED HERE BY MR. DE TAR SUPPORT THE POSITION
16 THAT 80 PER CENT OF THE GRAPES ARE SOLD TO BUYERS IN NAPA COUNTY
17 FOR CRUSHING IN NAPA COUNTY AND FOR INCLUDING IN THE WINES THAT
18 CARRY THE NORTH COAST LABEL. AND THAT HAS BEEN THE HISTORY.

19 AND THE REASON FOR IT IS NOT JUST THE FACT THAT THEY
20 COME ACROSS AND GET IT. IT IS BECAUSE OF THE QUALITY OF THE
21 GRAPE THAT IS BEING PRODUCED. AND THAT IS WHY WE COME HERE THIS
22 AFTERNOON. WE ARE ASKING THAT JUST THIS AREA THAT HAS BEEN
23 DEFINED AS IN THE EXHIBIT WE INTRODUCED AND AS INDICATED ON THE
24 MAP -- THAT IS THE ONLY AREA THAT WE ARE ASKING OF SOLANO COUNTY
25 THAT BE INCLUDED IN THE NORTH COAST. AND THE REASON FOR THAT IS
26 CLEAR.

27 HERE WE DO HAVE, AS MR. DE TAR POINTED OUT, THE
28 CLIMATICAL CONDITIONS. WE DO HAVE FOG IN THE VALLEYS, IN EACH OF

1 THOSE VALLEYS. WE DO HAVE BREEZES IN THOSE VALLEYS. AND THOSE
2 WHO PLAY GOLF IN THE GREEN VALLEY, WHICH ALSO HAS A GOLF COURSE,
3 WILL COMPLAIN IN THE AFTERNOONS ON HOW COLD THE FOG DOES COME IN,
4 AND THE WINDS ARE THERE. SO MUCH AS THE FELLOW FROM SONOMA
5 COUNTY INDICATED.

6 NOW, AS FAR AS THE WEATHER CONDITIONS -- AND THE RECORDS
7 AND REPORT THAT WAS INTRODUCED BY MR. DE TAR INDICATE THAT IT IS
8 PRIMARILY A REGION III AREA, AND HE POINTS OUT THE AREAS THAT IT
9 IS COMPATIBLE OR COMPARABLE WITH, THOSE IN THE UPPER NAPA VALLEY
10 AND IN THE SONOMA AND MENDOCINO AREAS. NOW, MANY OF THE FELLOWS
11 WHO WILL SPEAK LATER ARE THOSE OF THE GRAPE GROWERS, AND THEY
12 WILL INDICATE WHERE THEY SELL THEIR GRAPES IN THE NAPA AREA AND
13 HOW THEY ARE PRIMARILY USED.

14 NOW, WE ARE DISTINGUISHING THE FACT OF NOT INCLUDING
15 ALL OF SOLANO COUNTY, AND I HOPE EVERYBODY UNDERSTANDS THIS. AND
16 PRIMARILY THE REASON FOR THAT IS THAT THE OTHER PART OF SOLANO
17 COUNTY IS NOT A NORTH COAST AREA, IS NOT COMPATIBLE WITH, AND YOU
18 DO NOT HAVE THE VITICULTURAL SIGNIFICANCE THAT YOU DO IN THESE
19 TWO AREAS WITH WHICH WE SPEAK.

20 AND SO WHEN ONE ASKED THAT THE BOARD NOT BE SWAYED BY
21 THE FACT THAT THE GRAPES ARE CRUSHED IN NAPA VALLEY OR IN SONOMA,
22 BUT THEY COME FROM SOLANO, BUT BE CONCERNED WITH WHERE THEY ARE
23 GROWN, THAT IS WHAT WE ARE CONCERNED WITH, TOO. AND I THINK THIS
24 IS WHERE WE GET TO A REASON RATHER THAN JUST A RULE. WHY DO WE
25 DRAW A LINE? WHY DO WE INCLUDE ALL OF MENDOCINO, ALL OF SONOMA,
26 ALL OF NAPA? WHY DO WE JUST HAVE THAT DEFINITION? THAT DOES NOT
27 MAKE TOO MUCH SENSE OTHER THAN THE FACT THAT THOSE ARE THE THREE
28 PRIME PRODUCING AREAS OF QUALITY WINE GRAPES IN ALL THE WORLD.

1 THERE IS NO DOUBT ABOUT IT.

2 BUT IF WE TAKE, AS ONE OF THE REPRESENTATIVES INDICATED,
3 THE NORTHERN PART OF MENDOCINO COUNTY, THERE MIGHT NOT BE A GRAPE
4 UP THERE. THERE ARE PARTS OF NAPA YOU CANNOT GROW GRAPES IN
5 EITHER. BUT WE DO HAVE THIS PRIME LAND IN SOLANO THAT IS
6 CONTIGUOUS WITH NAPA, THAT IS GEOGRAPHICALLY THE SAME, PRODUCES
7 A SMALLER QUANTITY BECAUSE THERE IS NOT AS MUCH ROOM, BUT IT IS
8 THE SAME QUALITY. AND, THEREFORE, THAT IS WHY WE FEEL STRONGLY
9 THAT THAT SHOULD BE INCLUDED.

10 FURTHER, ONE OF THE BUYERS, OR THE WINEMAKER AT
11 SEBASTIANI, I BELIEVE, THIS MORNING INDICATED THAT THEY HAVE
12 BOUGHT WINES FROM SOLANO COUNTY, BUT THEY WOULD ONLY BUY FROM
13 CERTAIN AREAS, NAMELY, GREEN VALLEY, SUISUN VALLEY. HE MENTIONED
14 WOODEN VALLEY AND GORDON VALLEY, WHICH GORDON VALLEY HAS SOME
15 SOLANO, WHICH WE ARE TREATING AS THE UPPER SUISUN VALLEY. WOODEN
16 VALLEY IS ACTUALLY IN NAPA, BUT, AGAIN, GROWING THE SAME QUALITY
17 TYPE OF GRAPE.

18 ALSO, A LITTLE BIT OF HISTORY IN THE FACT TO SUPPORT
19 WHAT I HAVE JUST INDICATED -- MR. LORY CRAVEA, A PRINCIPAL BUYER
20 IN THE AREA AND ALSO PRESENT IN THE AUDIENCE, HAS BOUGHT FROM
21 THESE WESTERN SOLANO GRAPE GROWERS IN THIS PARTICULAR REGION
22 GRAPES ON BEHALF OF CHRISTIAN BROTHERS FOR NAPA IN THE LAST 38
23 YEARS; AND SEBASTIANI, FOR THE LAST 25 YEARS.

24 AND NOW, IF WE TAKE THE MAP THAT HAS BEEN INTRODUCED
25 IN THE ORIGINAL PETITION ON BEHALF OF MENDOCINO, SONOMA, AND NAPA
26 COUNTIES, AND WE TAKE THIS AREA WITH WHICH I HAVE DELINEATED
27 HERE OFF OF OUR SOLANO COUNTY MAP, IT IS REALLY JUST THIS LITTLE
28 CORNER HERE. AND, AGAIN, I BELIEVE THE PICTURES THAT HAVE BEEN

1 INTRODUCTION DEPICT FOR THE BENEFIT OF THOSE WHO HAVE NOT VISITED
2 THE AREAS THE FACT THAT THE COASTAL RANGES, THE ROLLING HILLS
3 WITH THE OAK TREES. SETTLING DOWN INTO A VALLEY, THE FLAT VALLEY
4 WITH THE FERTILE LAND FOR THE GRAPES, AND THE FACT OF THE
5 PRODUCTION THAT IS THERE, MAINLY FOR THE GEOGRAPHICAL FEATURES
6 WHICH I THINK WE ARE CONCERNED.

7 IN OTHER WORDS, WHY SHOULD WE INCLUDE THIS PARTICULAR
8 AREA OR ANY PARTICULAR AREA IN THE DESIGNATION FOR THE VITICUL-
9 TURAL AREA OF NORTH COAST? ANOTHER ONE OF THE GENTLEMEN WHO
10 SPOKE EARLIER INDICATED THE PRESENT STRUCTURE IS TO HAVE JUST THE
11 THREE COUNTIES, AND I THINK THE HISTORIANS HAVE SHOWN THAT MAYBE
12 THAT IS TRUE, MAYBE IT IS NOT. BUT FROM THE EARLY 1860'S ALL
13 THE WAY UP UNTIL AT LEAST 1950, THIS WAS NOT TRUE. AND FROM ALL
14 OF THE REFERENCES, I AM SURE THE MEMBERS COULD SEE THAT IT WAS
15 SOLANO COUNTY -- SOLANO AND NAPA SOMETIMES ARE CLOSER TOGETHER
16 THAN THE SONOMA AND MENDOCINO. SO THERE HAS ALWAYS BEEN THAT
17 LONG TIE; AND PRIMARILY NOT BECAUSE THEY ARE NEIGHBORS, BUT
18 BECAUSE OF THE GEOGRAPHICAL SIMILARITIES IN THE PRODUCTION OF A
19 FINE GRAPE. AND, THEREFORE, THE PRESENT STRUCTURE OF INCLUDING
20 ONLY THE THREE DEPENDS ON WHO IS MAKING UP THAT PRESENT STRUCTURE.
21 AND IF ONE WANTS TO SAY THAT IT ONLY INCLUDES THE THREE PEOPLE
22 ON THE OTHER SIDE OF THE FENCE, WELL, THEN THAT'S THE PRESENT
23 STRUCTURE. BUT THAT IS NOT REALLY THE SITUATION. THAT IS WHY
24 WE ARE HERE, TO FIND OUT WHAT IS THIS VITICULTURAL AREA TO BE;
25 AND ARE WE GOING TO ADOPT JUST NEAR POLITICAL LINES, OR ARE WE
26 GOING TO DO SOMETHING THAT HAS A REASON? ARE WE DOING SOMETHING
27 FOR THE BETTERMENT OF OUR INDUSTRIES, OF ALL OF US, AND FOR THE
28 CONSUMER, IN WHICH WE ARE ALL INTERESTED, ALSO?

1 I COULD GO ON, BUT I THINK THE 10 MINUTES ARE UP.

2 THE CHAIRMAN: I THINK YOU SAID THAT THE GRAPES GROWN
3 IN THE WESTERN SOLANO COUNTY, PARTICULARLY SUISUN VALLEY AND
4 GREEN VALLEY, WERE EQUAL TO THAT WHICH WAS IN NAPA.

5 MR. HARRISON: THAT IS CORRECT.

6 THE CHAIRMAN: MY UNDERSTANDING OR MY RECOLLECTION IS
7 THAT MR. DE TAR SHOWED A PRICING FIGURE COMPARING NAPA, SOLANO,
8 AND LODI, I BELIEVE, TO WHERE THE SOLANO GRAPES WERE 74 PER CENT
9 OF THE DOLLAR THAT WAS GIVEN FOR THE NAPA GRAPES. IS THAT
10 INDICATIVE OF ANYTHING?

11 MR. HARRISON: THAT IS ONLY INDICATIVE OF POWER, I
12 BELIEVE, IN THE INDUSTRY ITSELF. BUT I THINK IF YOU LOOK ON PAGE
13 7 OF THE REPORT OF MR. DE TAR, HE POINTS OUT THREE OF THE
14 VARIETIES THAT COME FROM THE AREA WITH WHICH I HAVE SPOKEN,
15 NAMELY, SUISUN VALLEY AND THE GREEN VALLEY AREAS, AND HOW THEY
16 COMPARE WITH THAT OF THE NAPA VALLEY, THE REQUIREMENTS, AS I
17 UNDERSTAND.

18 I THINK THE PROBLEM IN ANSWERING YOUR QUESTION IS THE
19 FACT OF THE HAVING THE GRAPES OF THE EASTERN PART OF SOLANO
20 COUNTY, BEING THE RYER ISLAND AND RIO VISTA AREA, THIS AREA.
21 THOSE ARE OF A POOR QUALITY. THEY ARE SOLD MORE TO A MASS
22 PRODUCING TYPE OF INDUSTRY, AND THEY GATHER A LOWER PRICE.

23 AND, THEREFORE, IF YOU PUT THAT PRICE IN WITH THE OTHER
24 -- AND I BELIEVE THAT IS WHAT THROWS OFF HIS FIGURES. BUT IF YOU
25 ARE TALKING ABOUT A PRIME GRAPE FROM THE SUISUN AND NAPA OR
26 SUISUN AND GREEN VALLEY, THIS GRAPE IS NOT GOING TO OBTAIN THE
27 PRICE OF A NAPA VALLEY, TO MY UNDERSTANDING -- AND SOMEBODY
28 CORRECT ME IF I AM WRONG -- BUT IT IS GOING TO BE PRETTY CLOSE.

1 AND IF YOU TAKE THE TWO GRAPES WITH WHAT THE BUYERS -- INGLENOOK,
2 SEBASTIANI -- THEY ARE USING THAT THE SAME WAY THAT THEY WOULD
3 HAD THEY BOUGHT IT FROM A NAPA GROWER. AND I THINK THAT IS THE
4 KEY.

5 MR. GRAHAM: ARE THERE ANY WINERIES LOCATED IN THESE
6 TWO VALLEYS, OR ARE THESE ALL JUST GROWERS?

7 MR. HARRISON: PRIMARILY GROWERS. I HAD HEARD THIS
8 MORNING THERE WERE THREE WINERIES. I KNOW OF TWO. FRANK
9 CADENASSO HAS A WINERY IN THE SUISUN VALLEY, AND MR. LANZA, WHO
10 IS PRESENT HERE, HAS THE WOODEN VALLEY WINERY. HIS WOODEN VALLEY
11 WINERY, AS I UNDERSTAND IT -- AND HE CAN CORRECT ME IF I AM WRONG.
12 HE PRODUCES THE QUALITY GRAPES AND SELLS SOME OF HIS GRAPES TO
13 NAPA COUNTY AND DOES SOME OF HIS OWN PRODUCTION, ALSO.

14 MR. GRAHAM: YOU SAY THEY HAVE A HISTORY OF BEING CALLED
15 NORTH COAST WHEN THEY ARE COMING FROM SOLANO COUNTY. WHAT KIND
16 OF HISTORY?

17 MR. HARRISON: MY UNDERSTANDING IS THAT THE HISTORY --
18 AND THE HISTORIAN THAT SPOKE HERE THIS MORNING, MR. HEINTZ, AND
19 THE FELLOW, I BELIEVE, THAT WILL SPEAK ON BEHALF OF LAKE COUNTY --
20 WILL INDICATE THAT THE NORTH COAST WAS SORT OF EVERYTHING SORT OF
21 NORTH, AND PRIMARILY NORTH OF SAN FRANCISCO BAY. AND THIS
22 INCLUDED, AS I INDICATED EARLIER THIS MORNING, MARIN COUNTY,
23 MENDOCINO COUNTY, SONOMA COUNTY, NAPA COUNTY, AND EVERY ONE OF
24 THEM REFERRED TO SOLANO COUNTY UP UNTIL THE RECENT PAST, WHEN THE
25 THREE MAJOR COUNTIES -- MENDOCINO, SONOMA, AND NAPA -- FELT THAT
26 THEY WOULD LIKE TO USE THE POLITICAL LINES TO DELINEATE THAT
27 PARTICULAR -- OR REDUCE THAT DEFINITION.

28 MR. GRAHAM: IN THE LAST, SAY, 10 YEARS, HAVE THE GRAPES

1 FROM SOLANO COUNTY BEEN CONSIDERED NORTH COAST?

2 MR. HARRISON: I THINK THE GRAPE GROWERS CONSIDER IT
3 NORTH COAST, THE ONES THAT ARE GROWING IN SOLANO COUNTY, AND I
4 THINK THE ONES THEY SELL IT TO, NAMELY, SEBASTIANI -- THAT WE
5 KNOW OF -- AND INGLENOOK. AND WHEN SEBASTIANI AND INGLENOOK --
6 IF THEY WERE TO PUT A LABEL ON THEIR BOTTLE THAT SAID NORTH
7 COAST WELL-KNOWING THAT THE GRAPES COME FROM SOLANO COUNTY, THEY
8 WOULD NOT FEEL THEY HAD DONE ANYTHING WRONG. THEY WOULD FEEL
9 THAT WAS A PRIME NORTH COAST GRAPE, AND I THINK THAT IS THE
10 IMPORTANCE.

11 MR. DEVINEY: THESE THREE VALLEYS WE ARE TALKING ABOUT
12 -- GREEN VALLEY, SUISUN VALLEY, AND GORDON VALLEY -- DO THOSE
13 VALLEYS LIE ENTIRELY WITHIN SOLANO COUNTY, OR DOES ANY PART OF
14 THOSE VALLEYS LIE IN NAPA COUNTY OR ANOTHER COUNTY?

15 MR. HARRISON: GREEN VALLEY ENDS BY THE HILLS AS
16 DEPICTED IN THOSE PICTURES. THE VALLEY ENDS BEFORE YOU GET INTO
17 NAPA VALLEY. SUISUN VALLEY GOES INTO GORDON VALLEY, AND I BELIEVE
18 THAT ENDS, ALSO, AND IT GOES INTO WOODEN VALLEY, AND, THEREFORE,
19 IT GETS INTO NAPA VALLEY.

20 MR. GRAHAM: SO IT IS THE SAME VALLEY?

21 MR. HARRISON: YES. SO THERE YOU COULD HAVE THE
22 QUESTION OF ONE VINEYARD IN BOTH COUNTIES. BUT RIGHT NOW THERE
23 IS A ROAD, AND THAT IS WHY NOBODY HAS SAID THAT IS ANOTHER AREA.
24 THE ROAD SORT OF DIVIDES IT, AS I UNDERSTAND IT, SO THAT WE DO
25 NOT HAVE SOMEBODY GROWING GRAPES RIGHT THROUGH A COUNTY LINE.

26 THANK YOU VERY MUCH.

27 THE CHAIRMAN: WYMAN RILEY.

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WYMAN RILEY,

ON BEHALF OF CONGRESSMAN FAZIO, TESTIFIED AS FOLLOWS:

MY NAME IS WYMAN RILEY. I AM DISTRICT DIRECTOR FOR CONGRESSMAN FAZIO, WHO REPRESENTS THE FOURTH DISTRICT OF CALIFORNIA. SOLANO COUNTY IS PART OF THAT FOURTH DISTRICT.

THIS LETTER IS ADDRESSED TO GEORGE NEIS, REGIONAL ANALYST, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS:

"DEAR MR. NEIS:

"THE NORTH COAST VITICULTURAL AREA CONTAINING GREEN VALLEY AND SUISUN VALLEY HAS BEEN IN CONTINUOUS PRODUCTION FOR ALMOST 120 YEARS. CURRENTLY THERE ARE 786 PRODUCING ACRES. THE DISTRICT HAS HAD A LONG, TRADITIONAL ASSOCIATION WITH THE VINTNERS OF NAPA AND SONOMA COUNTIES.

"ACCORDING TO LORY CRAVEA, A PRINCIPAL BUYER IN THE AREA, WESTERN SOLANO GRAPES HAVE BEEN SOLD TO CHRISTIAN BROTHERS FOR 42 YEARS, TO SEBASTIANI FOR MORE THAN 25 YEARS, AND TO ALLIED FOR MORE THAN 20 YEARS. THE RECORDS OF THE SOLANO COUNTY AGRICULTURAL COMMISSIONER'S OFFICE INDICATE THAT IN 1979, 98 PER CENT OF WESTERN SOLANO GRAPES WERE CRUSHED IN NAPA AND SONOMA COUNTIES.

"GEOGRAPHICALLY, GREEN VALLEY AND SUISUN VALLEY LIE WITHIN THE SOUTHERN END OF THE COASTAL RANGE WITH THE VACA MOUNTAINS ON THE EAST AND MOUNT GEORGE ON THE WEST.

"THE CLIMATE IN THE AREA HAS BEEN CHARACTERIZED BY THE UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

1 "SERVICE AS A GRAPE REGION III, BASED ON A 14-YEAR
2 STUDY OF AREA TEMPERATURES. THE STUDY CONCLUDES
3 THAT, BASED ON TEMPERATURE UNITS, WESTERN SOLANO
4 IS COMPARABLE TO A REGION III DISTRICT IN THE
5 NORTH COAST AREA SUCH AS CALISTOGA, ST. HELENA,
6 OAKVILLE, AND POPE VALLEY IN NAPA COUNTY; ALEXANDER
7 VALLEY, ASTI, AND CLOVERDALE IN SONOMA COUNTY; AND
8 CALPELLA, UKIAH, POTTER VALLEY, AND HOPLAND IN
9 MENDOCINO COUNTY. A SEPARATE STUDY BY THE UNIVERSITY
10 OF CALIFORNIA EXTENSION BIOCLIMATOLOGIST, MARSTON
11 KIMBALL, PLACED GREEN VALLEY AND SUISUN VALLEY IN A
12 COASTAL PLANT CLIMATE ZONE. KIMBALL'S PLANT
13 CLIMATE MAP IS USED IN LANE PUBLISHING'S SUNSET
14 WESTERN GARDEN BOOK.

15 "THE PRINCIPAL WINE GRAPE VARIETIES GROWN IN
16 THE WESTERN SOLANO AREA IN DECREASING ORDER OF
17 ACREAGE ARE: GAMAY, PETITE SIRAH, CARIGNANE,
18 CABERNET SAUVIGNON, GREY RIESLING, FRENCH COLOMBARD,
19 GAMAY BEAUJOLAIS, PINOT NOIR, PALOMINO, AND EARLY
20 BURGUNDY. GRAPES FROM WESTERN SOLANO COUNTY HAVE
21 BEEN WELL-RECEIVED BY NAPA-SONOMA VINTNERS.
22 GROWERS HAVE EXPERIENCED NO DIFFICULTY IN MEETING
23 THE ACID AND SUGAR STANDARDS FOR NORTH COAST GRAPES.

24 "ALL OF THE AVAILABLE FACTS SUPPORT COMMON-
25 ALITIES OF WESTERN SOLANO COUNTY WITH THE BALANCE OF
26 THE NORTH COAST VITICULTURAL AREA. HENCE, I
27 STRONGLY URGE THAT THIS AREA CONTINUE TO BE
28 RECOGNIZED IN THE NORTH COAST APPELLATION.

1 "SINCERELY, VIC FAZIO, MEMBER OF CONGRESS,
2 FOURTH DISTRICT OF CALIFORNIA."

3 I HAVE COPIES OF THIS LETTER FOR YOU GENTLEMEN.

4 THE CHAIRMAN: THAT WILL BE EXHIBIT 9.

5 MR. BOB CARTY.

6 A VOICE: MR. CHAIRMAN, I WAS SCHEDULED TO SPEAK. I
7 AM A GRAPE GROWER IN SOLANO COUNTY, BUT I WOULD LIKE TO DEFER MY
8 TIME, IF WE ARE RUNNING SHORT, TO A SUPERVISOR OF SOLANO COUNTY,
9 MRS. JAN HEWITT, IF YOU WOULD LISTEN TO HER, PLEASE.

10 THE CHAIRMAN: YES. THANK YOU.

11
12 JAN HEWITT,

13 COUNTY SUPERVISOR, DISTRICT 3, SOLANO COUNTY, TESTIFIED AS
14 FOLLOWS:

15 I TRULY HOPE THAT THE GROWERS WILL HAVE THEIR MOMENT
16 TO SPEAK, AND I WILL TRY TO BE SUCCINCT.

17 I HAVE AN EXHIBIT FOR YOU GENTLEMEN DEPICTING THE NORTH
18 BAY REGION, AND I HOPE IT WILL PUT TO REST YOUR QUESTIONS
19 REGARDING THE COASTAL REGION OF MOUNTAINS. THIS I FOUND AT THE
20 NUT TREE RESTAURANT. IT IS AN EXTREMELY GOOD TOPOGRAPHICAL MAP
21 SHOWING THE FINGERS OF THE MOUNTAINS, THIS BEING THE VACA
22 MOUNTAINS, OR THE BLUE RIDGE MOUNTAINS, AS WAS DISCUSSED. THIS,
23 IN MY ESTIMATION AS COUNTY SUPERVISOR, IS DEFINITELY CENTRAL
24 VALLEY. THIS PORTION IS NORTH COAST. THESE VALLEYS EXTEND --
25 THE ONES YOU HAVE HEARD DISCUSSED EXTEND NORTH. THEY CROSS NAPA
26 COUNTY LINE ACROSS HERE, AND THE AREA WE ARE TALKING ABOUT COMES
27 DOWN TO CORDELIA ROAD AND IS A VERY SMALL PORTION OF THE WESTERLY
28 REGION OF SOLANO COUNTY. IT IS ALSO ILLUSTRATED ON THIS MAP OF

1 SOLANO COUNTY, THIS BEING THE REGION, THIS BEING NAPA COUNTY'S
2 LINE THROUGH HERE. THAT IS THE VACA MOUNTAIN RANGE, OR CALLED
3 THE BLUE RIDGE RANGE, THE FINAL FINGER OF THE NORTH COAST RANGE,
4 AND DEFINITELY HOLDS THE WEST WINDS AND THE COOLER CLIMATE IN THIS
5 AREA.

6 IF WE ARE GOING TO GET HUNG UP ON POLITICAL BOUNDARIES,
7 THEN I WILL TALK MY BOUNDARY INTO THIS. MY BOUNDARY COMES ALONG
8 THE NORTHERN PART OF SONOMA COUNTY AND NAPA. THIS FOLLOWS MY
9 BOUNDARY DISTRICT EXACTLY IN THE NORTH, AND IN THE WEST, AND THIS
10 AREA CONFORMS TO THAT.

11 I FEEL VERY STRONGLY AS A REPRESENTATIVE OF SOLANO
12 COUNTY THAT THE CROP THAT IS PRODUCED IN THESE SMALL VALLEYS IS
13 AN EXTREMELY IMPORTANT PART OF OUR ECONOMIC PICTURE IN SOLANO
14 COUNTY. WE HAVE TO ALSO CONSIDER THAT THERE ARE ECONOMICS
15 INVOLVED HERE. THESE PEOPLE WHO GROW GRAPES DO NOT DO SO ON A
16 WEEKEND BASIS OR BECAUSE IT IS SOMETHING PLEASING TO DO. IT IS
17 THEIR LIVELIHOOD; AND, HISTORICALLY, SINCE 1860 IN THIS SMALL
18 REGION, PARTICULARLY, SAY, SEVEN BY FIFTEEN MILES, THESE GRAPES
19 HAVE BEEN GROWN AND HAVE BEEN MARKETED AND CRUSHED IN BOTH NAPA
20 AND SONOMA COUNTIES.

21 I, TOO, FEEL AS MR. DE TAR, THAT VITICULTURE DOES NOT
22 KNOW POLITICAL BOUNDARIES. IT KNOWS GOOD SOILS AND CLIMATE AND
23 A GOOD PRODUCTION.

24 I FEEL VERY PROUD THAT MY NEIGHBORS AND FRIENDS WHO
25 LIVE ACROSS THE ROAD FROM ME ARE ACTIVELY INVOLVED IN GROWING
26 THESE FINE GRAPES. AND I WANT TO URGE YOU TO REMEMBER THAT
27 SOLANO COUNTY IS UNIQUE IN HAVING MANY DISTRICTS.

28 IT IS NOT UNUSUAL THAT WE ARE DIVIDED INTO TWO AIR

1 POLLUTION CONTROL DISTRICTS. I SIT AS CHAIRMAN OF ONE OF THEM.
2 THE OTHER ONE IS THE BAY AREA. ONE IS THE SACRAMENTO REGION OF
3 THE YOLO-SOLANO. SOLANO IS DIVIDED BY AIR AND BY WATER. WATER
4 QUALITY MANAGEMENT LINE DICTATES THAT THIS WESTERN REGION BELONGS
5 TO THE BAY AREA WATER QUALITY MANAGEMENT ZONE. THESE ARE AREAS
6 THAT, IF YOU WANT TO GET INTO POLITICAL ENTITIES, YOU CAN SEE OUR
7 COUNTY IS NOT BEING TREATED AS ONE UNIT.

8 WHO KNOWS BUT THAT IN SACRAMENTO, BUT FOR SOME WHIM OF
9 A LEGISLATOR'S HAND, THAT THIS LINE WOULD HAVE CONTINUED STRAIGHT
10 AND GONE ON DOWN TO SUISUN BAY. THAT COULD HAVE BEEN NAPA VALLEY,
11 OR NAPA COUNTY. SOME OF OUR VALLEYS DO NOT STOP ON COUNTY LINES.
12 THEY DO PROCEED ON UP ABOVE THE LINE.

13 WE ALSO SHARE WITH NAPA COUNTY HEALTH SYSTEMS AGENCIES
14 AND OTHER FEDERAL BUREAUS. THE NORTH BAY HEALTH SYSTEMS AGENCY
15 IS A FEDERAL FUNDING FOR MEDICAL CARE. WE HAPPEN TO PARTICIPATE
16 IN A DUAL COUNTY SYSTEM OF COMMISSION OF AGING. MANY OTHER THINGS
17 CROSS COUNTY LINES, AND I AM URGING YOU TO RECOGNIZE THIS VERY
18 SMALL PORTION OF THE WESTERN AND SOUTHERNMOST REGION OF SOLANO
19 COUNTY AND RECOGNIZE THE QUALITY OF THESE GRAPES AND THE CROP
20 GROWN THERE.

21 I WILL ALSO SPEAK TO ECONOMICS. WHEN YOU OFFER A MAN
22 \$400 A TON FOR A PETITE SIRAH SIMPLY BECAUSE HE LIVES ACROSS THE
23 COUNTY LINE AND IN NAPA COUNTY, AND GIVE THE SAME MAN DOWN THE
24 ROAD \$350 A TON BECAUSE THAT COUNTY LINE CROSSED THE ROAD NORTH
25 OF HIS CROP, YOU ARE DISCRIMINATING. THEY HAVE BEEN DISCRIMINATED
26 AGAINST. I URGE YOU NOT TO CONTINUE THAT.

27 THE ECONOMICS OF GOING TO LODI AT \$150 A TON FOR PETITE
28 SIRAH IS A DISASTER. THE NEXT CROP THAT WILL BE GROWN ON THIS

1 VINEYARD LAND WILL BE HOUSES, AND WE WILL NEVER RECLAIM IT.

2 PLEASE THINK CAREFULLY ON YOUR DECISION. ANY
3 QUESTIONS?

4 ALSO, BEFORE I LEAVE, I BRING YOU A LETTER FROM
5 ASSEMBLYMAN THOMAS HANNIGAN, WHO REPRESENTS THE FOURTH DISTRICT.
6 IF YOU WOULD LIKE, I CAN READ IT INTO THE RECORD.

7 THE CHAIRMAN: WE CAN TAKE IT AS AN EXHIBIT, IF YOU
8 WISH.

9 MS. HEWITT: WILL IT BE LISTED AS --

10 THE CHAIRMAN: NUMBER 11.

11 MS. HEWITT: NUMBER 11.

12 "DEAR MR. NEIS:

13 "I UNDERSTAND THAT THE FEDERAL BUREAU OF ALCOHOL,
14 TOBACCO, AND FIREARMS IS CONDUCTING HEARINGS TO DETERMINE
15 WHETHER GRAPES GROWN IN WESTERN SOLANO COUNTY SHOULD
16 CONTINUE TO BE INCLUDED UNDER THE NORTH COAST APPELLA-
17 TION.

18 "HISTORICALLY, SOLANO COUNTY GRAPES HAVE BEEN
19 MARKETED AND CRUSHED IN NAPA AND SONOMA COUNTIES.
20 THIS PRACTICE BEGAN BEFORE THE TURN OF THE CENTURY
21 AND HAS CONTINUED TO THE PRESENT DAY.

22 "AS EARLY AS 1909, OFFICIAL RECORDS SHOW THAT
23 SOLANO COUNTY HAD A MINIMUM OF 2,400 ACRES PLANTED TO
24 GRAPES. ALTHOUGH URBAN ENCROACHMENT AND CHANGING
25 AGRICULTURAL CONDITIONS HAVE REDUCED THE NUMBER OF
26 TOTAL ACRES PLANTED TO GRAPES, 98 PER CENT OF THE
27 WESTERN COUNTY'S COMMERCIAL HARVEST HAS BEEN MARKETED
28 AND CRUSHED IN NAPA AND SONOMA COUNTIES IN THIS LAST

1 "YEAR.

2 "THE THREE MAJOR GRAPE-GROWING AREAS IN
3 WESTERN SOLANO COUNTY ARE SUISUN VALLEY, GREEN
4 VALLEY, AND GORDON VALLEY. THESE AREAS ARE
5 GEOGRAPHICALLY SIMILAR TO GRAPE-GROWING AREAS IN
6 NAPA AND SONOMA COUNTIES. THEY LIE WITHIN THE
7 COASTAL RANGE -- THE SAME RANGE THAT PROVIDES THE
8 UNIQUE SOIL AND CLIMATE CONDITIONS THAT HAVE MADE
9 WINES PRODUCED UNDER THE NORTH COAST APPELLATION
10 WORLD FAMOUS.

11 "ACCORDING TO EXPERTS FROM THE UNIVERSITY
12 OF CALIFORNIA COOPERATIVE EXTENSION SERVICE, THE
13 CLIMATE IN THE THREE SOLANO COUNTY VALLEYS IS SIMILAR
14 TO THAT ENJOYED IN GRAPE-GROWING AREAS CLOSER TO THE
15 COAST. THEY RECEIVE THE AMOUNT AND KIND OF THERMAL
16 UNITS NECESSARY FOR PRODUCING OUTSTANDING WINE
17 GRAPES.

18 "AS FURTHER TESTIMONY, GRAPES GROWN IN WESTERN
19 SOLANO COUNTY HAVE HAD NO DIFFICULTY IN MEETING EITHER
20 THE ACID OR SUGAR REQUIREMENTS ESTABLISHED FOR NORTH
21 COAST GRAPES.

22 "THE AREAS IN WESTERN SOLANO COUNTY WHICH ARE
23 NOW PLANTED TO GRAPES ARE BEING THREATENED BY URBAN
24 DEVELOPMENT. UNFORTUNATELY, ECONOMIC REALITIES
25 SUGGEST THAT IF THESE GRAPES ARE EXCLUDED FROM THE
26 NAPA-SONOMA MARKETS, THE VINEYARDS OF WESTERN SOLANO
27 COUNTY WILL BE LOST FOREVER TO ANY KIND OF AGRICULTURAL
28 PRODUCTION.

1 "I STRONGLY URGE YOU AND THE OTHER INDIVIDUALS
2 CONSIDERING THIS QUESTION TO ALLOW GRAPES GROWN IN
3 WESTERN SOLANO COUNTY TO CONTINUE RECEIVING THE NORTH
4 COAST APPELLATION."

5 SIGNED SINCERELY, THOMAS M. HANNIGAN,
6 ASSEMBLY DISTRICT 4.

7 THE CHAIRMAN: BOB CARTY, DO YOU WANT TO CONTINUE?
8

9 ROBERT CARTY,

10 TESTIFIED AS FOLLOWS:

11 MY NAME IS ROBERT CARTY. I AM A GRAPE GROWER IN SUISUN
12 VALLEY. MY RANCH IS LOCATED APPROXIMATELY 300 YARDS SOUTH OF
13 THE NAPA COUNTY LINE IN SUISUN VALLEY.

14 THE RANCH WAS SUBDIVIDED IN 1908 FROM AN EARLY RANCHO,
15 SPANISH RANCHO, AND ONE OF THE EARLIEST OWNERS PLANTED GRAPES ON
16 THAT PROPERTY.

17 IN THE PROHIBITION ERA, THE GRAPES WERE REMOVED AND
18 FRUIT TREES WERE PLANTED.

19 I CONVERTED THE RANCH BACK TO VINEYARDS IN THE YEARS
20 1963, 4, AND 5.

21 MY FIRST COMMERCIAL PRODUCTION WAS SOLD TO WINERIES IN
22 1966. THEY WENT TO ALLIED GRAPE GROWERS, WERE UTILIZED IN THE
23 ASTI AREA, ITALIAN SWISS COLONY. SINCE THAT TIME, I HAVE
24 INCREASED MY PLANTINGS WITH A VARIETY OF THE CABERNET SAUVIGNON,
25 WHICH HAVE BEEN UTILIZED IN SONOMA AT THE SEBASTIANI WINERY. ALL
26 OF MY GRAPES HAVE BEEN SOLD IN NAPA OR SONOMA COUNTIES.

27 THE NEIGHBOR IMMEDIATELY TO MY EAST IN SUISUN VALLEY IS
28 COMPLETING HIS NINTH YEAR, I BELIEVE IT IS, OF A 10-YEAR CONTRACT

1 WITH GEYSER PEAK WINERY IN SONOMA COUNTY. THIS IS A CLOSE
2 NEIGHBOR OF THE SOUVERAIN WINERY THAT TESTIFIED EARLIER.

3 MY CLIMATE IS VERY SIMILAR TO CALISTOGA. I AM FAMILIAR
4 WITH NAPA VALLEY, AND I CAN CLOSELY CORRELATE HARVEST, BUDDING
5 OUT. WITH CALISTOGA. I CONSIDER IT THE WARMER AREA OF SUISUN
6 VALLEY. I CONSIDER CALISTOGA THE WARMER AREA OF NAPA VALLEY.

7 FROM MY VINEYARD, I CAN SEE SUISUN BAY. WE RECEIVE
8 THE WEST WIND IN THE AFTERNOON. OUR PEAK TEMPERATURE ARRIVES AT
9 2:00, AND IT STARTS TO DIMINISH AROUND 3:00 OR 4:00 IN THE
10 AFTERNOON.

11 THAT COMPLETES MY TESTIMONY. IF THERE ARE ANY QUESTIONS?

12 MR. DEVINEY: I JUST WONDER, DO ANY OF THE GROWERS FROM
13 SOLANO OR LAKE COUNTY BELONG TO THE NORTH COAST GRAPE GROWERS
14 ASSOCIATION?

15 MR. CARTY: I WOULD LIKE TO SAY THAT I WAS SOLICITED
16 BACK IN THE EARLY SEVENTIES FOR FUNDS TO HELP ORGANIZE A NORTH
17 COAST GRAPE GROWERS ASSOCIATION. GROWERS IN SOLANO COUNTY
18 CONTRIBUTED TO THIS FORMATIONAL FUND.

19 WHEN I ATTEMPTED TO JOIN NORTH COAST GRAPE GROWERS
20 ASSOCIATION, I WAS DENIED ADMITTANCE BECAUSE I WAS NOT IN NAPA,
21 SONOMA, OR MENDOCINO COUNTIES.

22 A VOICE: BUT THEY TOOK YOUR MONEY.

23 A VOICE: I HELPED TO ESTABLISH NORTH COAST GRAPE
24 GROWERS, AND I KNOW NOTHING ABOUT WHAT THAT GENTLEMAN JUST SAID.
25 THERE WERE SEVEN OF US ON THE BOARD, AND WE PUT IN \$100 EACH TO
26 GET THE THING STARTED.

27 MR. CARTY: I BELIEVE THE OTHER GROWERS WILL TESTIFY
28 THEY WERE SOLICITED FOR FUNDS.

1 THE CHAIRMAN: WE WILL COME TO THAT LATER. I WOULD
2 PREFER NOT TO SEE THIS GET INTO AN ADVERSARY RELATIONSHIP IF WE
3 COULD.

4 MR. CARTY: I HAVE ALWAYS CONSIDERED MY VINEYARD IN THE
5 NORTH COAST AREA.

6 THE CHAIRMAN: BILL WETZEL.

7
8 BILL WETZEL,

9 TESTIFIED AS FOLLOWS:

10 MR. CHAIRMAN, AND MEMBERS OF THE PANEL, AND LADIES AND
11 GENTLEMEN, MY NAME IS BILL WETZEL. I AM A WINE GRAPE GROWER IN
12 GREEN VALLEY.

13 GRAPES, AS YOU HAVE HEARD, HAVE BEEN GROWN IN THE VALLEY
14 SINCE THE EARLY 1900'S. I AM NOW FARMING THE RANCH THAT MY
15 FATHER-IN-LAW STARTED IN ABOUT 1906. AND EXCEPT FOR A FEW YEARS
16 WHEN THEY WENT TO A FEW LOCAL WINERIES IN CORDELIA, OUR GRAPES
17 HAVE ALWAYS GONE WEST INTO NAPA VALLEY. IN FACT, THE BUYERS FROM
18 NAPA VALLEY USED TO COME OVER AND SOLICIT OUR GRAPES.

19 AND YOU ASKED EARLIER ABOUT THE DIFFERENCE IN PRICE.
20 ORIGINALLY, THERE WAS NO DIFFERENCE. AND, AS WAS POINTED OUT,
21 THIS WAS A POWER PLAY, AND GRADUALLY THEY BEGAN TO REDUCE OUR
22 PRICES. FIRST IT WAS \$5.00 A TON, AND, AS YOU HAVE HEARD, NOW IT
23 RANGES FROM \$50.00 TO \$75.00 A TON. AND YET IN DELIVERING OUR
24 GRAPES TO NAPA COUNTY OR TO NAPA WINERIES, WE HAVE NEVER EVER HAD
25 ANY COMPLAINTS.

26 I AM A MEMBER OF ALLIED GRAPE GROWERS, WHICH IS A CO-OP,
27 AND WE HAVE SOME VERY STRINGENT MARKETING CONDITIONS WHICH OUR
28 CO-OP PUTS ON US. OUR MATERIAL OTHER THAN GRAPES MUST BE 2⁰⁹⁸ PER

1 CENT OR LESS. OUR GRAPES MUST MEET THE SAME STANDARD QUALITIES
2 OF SUGAR AND ACID RATIO OF THE GRAPES OF NAPA VALLEY.

3 WE ARE GENERALLY SMALL GROWERS IN THE GREEN VALLEY-
4 SUISUN VALLEY AREA. WE ARE NOT LARGE VINEYARDISTS. AND WE TAKE
5 A LOT OF PRIDE IN OUR SMALL VINEYARDS, TENDING THEM PERSONALLY,
6 AND TAKE A LOT OF PRIDE IN DEVELOPING A VERY HIGH QUALITY GRAPE.
7 AND WE HAVE, AS I SAID, NEVER HAD ANY COMPLAINTS.

8 AND IT IS OUR APPEAL THAT WE REMAIN IN NORTH COAST
9 BECAUSE WE FEEL WE ARE NORTH COAST. AND, AS HAS BEEN POINTED
10 OUT EARLIER, THE MICROCLIMATE AND THE WEATHER CONDITIONS AND THE
11 FOG THAT BLOWS THROUGH THERE, ALSO, IS AN EXTREME FACTOR.

12 THANK YOU, GENTLEMEN.

13 THE CHAIRMAN: THANK YOU.

14 MR. BEN VOLKHARDT.

15
16 BEN VOLKHARDT,

17 PRESIDENT OF THE WEST SOLANO GRAPE GROWERS ASSOCIATION, TESTIFIED
18 AS FOLLOWS:

19 I TOTALLY AGREE WITH ALL THE PREVIOUS TESTIMONY THAT
20 HAS BEEN SAID HERE. MY NAME IS BEN VOLKHARDT. I AM THE
21 PRESIDENT OF THE WEST SOLANO GRAPE GROWERS ASSOCIATION. I AM
22 ALSO A MEMBER OF ALLIED GRAPE GROWERS, WHO ARE THE GRAPE GROWERS
23 FOR UNITED VINTNERS, WHO PRODUCE INGLENOK WINES.

24 SINCE 1962, THESE GRAPES, MY GRAPES, HAVE BEEN CRUSHED
25 AT ST. HELENA OR OAKVILLE IN NAPA COUNTY. THESE GRAPES HAVE BEEN
26 UTILIZED UNDER INGLENOK VINTAGE LABEL. THIS LABEL STATES THESE
27 GRAPES HAVE COME FROM A NORTH COAST COUNTY. THE BUYERS FOR ALLIED
28 GRAPE GROWERS HAVE RECOGNIZED THIS FACT FOR MANY YEARS. THEREFORE,

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I STRONGLY RECOMMEND THE BOUNDARIES IN THE PREVIOUSLY MENTIONED
PETITION FOR THE WEST SOLANO COUNTY BE KEPT IN THE APPELLATION
OF A NORTH COAST VITICULTURAL AREA.

THANK YOU. ANY QUESTIONS?

THE CHAIRMAN: THANK YOU.

MRS. HEWITT ALREADY TESTIFIED, SO WE WILL NOT WAIT FOR
HER. LET US TAKE ABOUT A 10-, 15-MINUTE BREAK, IF WE COULD,
WHILE I GATHER MY RESOURCES.

(BRIEF RECESS.)

LAKE COUNTY PRESENTATION

1
2 THE CHAIRMAN: THE NEXT PRESENTATION COMES ON BEHALF
3 OF THE LAKE COUNTY GROWERS.

4 MR. ROSS STROMBERG, CORNELIUS OUGH, WILLIAM IRWIN,
5 JAMES LIDER, MYRON HOLDENRIED, RONALD BARTOLUCCI, DONALD GAYALDO,
6 CHARLES SULLIVAN, JAMES TURNER, ROBERT H. MYER, ALLAN JERGESEN,
7 PETER WINDREM.

8 PLEASE STATE YOUR LAST NAME FOR THE COURT REPORTER.
9 ROSS STROMBERG.

10
11 ROSS STROMBERG,

12 ON BEHALF OF THE LAKE COUNTY WINE PRODUCERS, TESTIFIED AS FOLLOWS:

13 THE CHAIRMAN: FOR THE RECORD, THE MAP TO THE RIGHT ON
14 THE BOARD WILL BE EXHIBIT 12.

15 MR. STROMBERG: THANK YOU, MR. CHAIRMAN. MY NAME IS
16 ROSS STROMBERG. THE REPORTER HAS MY CARD, SO SHE HAS THE
17 SPELLING. I AM AN ATTORNEY, BUT ALSO A GROWER AND A MEMBER OF
18 THE LAKE COUNTY WINE PRODUCERS, THE GROUP THAT WE ARE REPRESENTING
19 HERE TODAY.

20 IN FACT, FROM ONE OF OUR FINE LAKE COUNTY WINES, I
21 WOULD LIKE THE RECORD TO SHOW THAT, FROM MY VINEYARD, ONE OF MY
22 VINEYARDS THIS YEAR, A 1977 CABERNET SAUVIGNON WON A GOLD MEDAL
23 AT THE ORANGE COUNTY FAIR. SO WE ARE VERY PROUD OF OUR LAKE
24 COUNTY WINES, AND WE ARE VERY ANXIOUS HERE TO SEE THAT THE NORTH
25 COASTAL AREA, IF DESIGNATED, INCLUDES THE WINE GRAPE-GROWING
26 REGION OF LAKE COUNTY.

27 NOW, OUR POSITION IS STATED VERY SIMPLY. AND, BY THE
28 WAY, MR. CHAIRMAN, I WILL BE SORT OF SUMMARIZING OUR POSITIONS, ¹⁰¹

1 AND THEN LATER SPEAKERS WILL BE SPEAKING TO EACH OF THE POINTS
2 THAT I AM ADDRESSING IN THE SUMMARY.

3 BUT IN SUMMARY, OUR POSITION IS VERY SIMPLY THE GRAPE-
4 GROWING REGION OF LAKE COUNTY IS MORE NORTH THAN SONOMA, MORE
5 COASTAL THAN NAPA, AND PRODUCES WINES AND GRAPES OF COMPARABLE
6 QUALITY THAN THOSE PRODUCED IN THOSE THREE COUNTIES OF MENDOCINO,
7 NAPA, AND SONOMA. WE ARE NOT OPPOSED TO A NORTH COAST APPELLATION
8 AS SUCH. IN FACT, WE FAVOR THAT APPELLATION, BUT DO STRONGLY
9 SUGGEST THAT THE LAKE COUNTY WINE-GROWING REGION OUGHT TO BE
10 INCLUDED IN THAT REGION.

11 LAKE COUNTY AS SUCH ALREADY HAS AN APPELLATION AS A
12 POLITICAL BOUNDARY, AS YOU WELL KNOW. AND WE WOULD SUGGEST THAT
13 THE PETITIONERS BEHIND THE APPLICATION THAT LED TO THIS HEARING
14 TODAY PERHAPS FILED A PETITION UNDER THE WRONG SECTION. IF THEY
15 WANTED A PETITION FOR THE THREE COUNTIES OF MENDOCINO, SONOMA,
16 AND NAPA, THEY SHOULD HAVE, AS THEY COULD HAVE -- AND WE CERTAINLY
17 WOULD HAVE NO OBJECTION TO THAT -- TO FILE A PETITION WITH THOSE
18 THREE COUNTIES' NAMES UNDER SECTION 4.25(c). BUT HERE WHERE YOU
19 ARE SPEAKING OF AN APPELLATION AS A VITICULTURAL AREA UNDER
20 4.25(e), YOU HAVE TO LOOK, AS YOUR RESOLUTION SUGGESTS, TO
21 DISTINCT GEOGRAPHICAL CHARACTERISTICS AS OPPOSED TO POLITICAL
22 BOUNDARIES.

23 SO I, TOO, WOULD ANSWER THAT QUESTION THAT YOU POSED
24 TO SO MANY SPEAKERS, THAT VITICULTURAL PRACTICES DON'T STOP AT
25 THE COUNTY LINE. AND I WOULD SUGGEST THERE IS NO WAY TO BE
26 RECONCILED WITH THE PETITION TO TAKE CARE OF THOSE VINEYARDS THAT
27 CROSS COUNTY LINES AND GO BEYOND THE JURISDICTION. I THINK TO
28 THE EXTENT THAT THE PETITIONERS THEMSELVES RECOGNIZE THAT IS A02

1 PROBLEM AND SUGGEST THAT YOU BE PRACTICAL AND BEND THE RULE A
2 LITTLE BIT, THAT RIGHT THERE THEY HAVE SHOWED THAT THE BOUNDARIES
3 FOR THE NORTH COASTAL AREAS SHOULD NOT CROSS OR PARALLEL COUNTY
4 LINES PRECISELY. IN FACT, THE ONLY CHARACTERISTIC WE HAVE OF
5 ANY MAGNITUDE, I SUPPOSE, IS THE PACIFIC OCEAN. NO ONE IS
6 SUGGESTING WE GO BEYOND THAT.

7 BUT HERE, IN TERMS OF WHAT IS CONCEIVED BY THE GENERAL
8 PUBLIC AND CERTAINLY NOW IN TERMS OF WINE AND CHARACTERISTICS
9 OF THAT SORT, THE NORTH COAST AS A BROAD REGIONAL AREA DEFINITELY
10 INCLUDES THE WINE GRAPE-GROWING REGIONS OF LAKE COUNTY.

11 IN THAT REGARD, WE SUBMIT THAT THE PETITIONERS HAVE
12 NOT MET THEIR BURDEN IN SHOWING THE NEED WHY THE BOUNDARIES OF
13 THE NORTH COASTAL AREA SO NEATLY FOLLOW AND PARALLEL POLITICAL
14 BOUNDARIES. THEY SIMPLY DO NOT.

15 WE ARE LOOKING TO GEOGRAPHICAL CHARACTERISTICS OF
16 CLIMATE, SOILS, AND THE LIKE. AND BY THOSE RULES, I THINK IT IS
17 CLEAR THAT THE LAKE COUNTY AREA SHOULD BE INCLUDED.

18 AND, AGAIN, MR. CHAIRMAN, WE ARE NOT ASKING THAT ALL
19 OF LAKE COUNTY BE INCLUDED. WE HAVE A LAKE COUNTY APPELLATION,
20 AND WE ARE VERY PROUD OF THAT. WE ARE ONLY ASKING FOR A SPECIFIC
21 PORTION OF LAKE COUNTY, WHERE THE MAIN GRAPE-GROWING REGIONS
22 OCCUR. AND OTHER SPEAKERS WILL GIVE YOU A LITTLE MORE PRECISE
23 DEFINITION OF THAT BY MAPS AND WILL FOLLOW UP WITH A MORE PRECISE
24 LEGAL DESCRIPTION.

25 OUR SPEAKERS WILL PRESENT TESTIMONY AND EVIDENCE THAT
26 THE LAKE COUNTY GRAPE-PRODUCING REGIONS SHOULD BE AND MUST BE
27 PLACED IN ANY NORTH COAST VITICULTURAL AREA UNDER THE STANDARDS
28 YOU HAVE SET FORTH IN YOUR REGULATIONS.

1 WE WILL DEMONSTRATE THE FOLLOWING: ONE, THAT THE NORTH
2 COAST VITICULTURAL AREA IS LOCALLY AND NATIONALLY KNOWN AS
3 INCLUDING THE LAKE COUNTY GRAPE-PRODUCING REGIONS; TWO, THAT
4 THERE IS OVERWHELMING CURRENT AND HISTORICAL EVIDENCE THAT THE
5 BOUNDARIES OF THE NORTH COASTAL VITICULTURAL AREA INCLUDES LAKE
6 COUNTY GRAPE-GROWING REGIONS; THREE, THAT THE GEOGRAPHICAL FEATURES
7 INCLUDING CLIMATE, SOILS, TOPOGRAPHY, AND THE LIKE OF THE LAKE
8 COUNTY GRAPE-GROWING REGIONS ARE COMMON IN CHARACTER WITH THOSE
9 OF THE ADJACENT AREAS IN NAPA, SONOMA, AND MENDOCINO. WE WILL
10 DELINEATE THE EXACT AREAS OF THE LAKE COUNTY AREA THAT WE ARE
11 SPEAKING TO BY REFERENCE TO A USGS MAP TOGETHER WITH SUBSEQUENT
12 DESCRIPTIONS.

13 IN ADDITION, WE WILL SHOW GENERALLY THAT A NORTH COAST
14 APPELLATION THAT EXCLUDES LAKE COUNTY, IN OUR OPINION, HAS THE
15 POTENTIAL OF BEING, QUOTE, FALSE AND MISLEADING UNDER SECTION
16 439(a-1) OF YOUR REGULATIONS. AND HERE, MR. CHAIRMAN, WHAT WE
17 ARE LOOKING TO, OF COURSE, IS CONSUMER PROTECTION, TRUTH IN
18 LABELLING, AND THE OBJECTIVES OF THAT. AND WE THINK TO IGNORE
19 THE LAKE COUNTY GROWING REGION IN A NORTH COAST APPELLATION IS
20 ALMOST THE RETURN OF THE FLAT EARTH SOCIETY. AND WE WOULD THINK,
21 IN TERMS OF TELLING THE CONSUMERS AND THE PUBLIC THAT WHEN THEY
22 BUY A BOTTLE OFF THAT SHELF, WHAT NORTH COASTAL MEANS, THAT
23 CLEARLY TO EXCLUDE A PART OF THAT NORTH COAST SIMPLY BECAUSE THE
24 COUNTY BOUNDARY STOPS AT A CERTAIN POINT IS CERTAINLY -- FLIES
25 RIGHT IN THE FACE OF REALITY.

26 NOW, MR. CHAIRMAN, OUR SPEAKERS INCLUDE DR. CORNELIUS
27 OUGH, ENOLOGIST PROFESSOR OF THE UNIVERSITY OF CALIFORNIA AT
28 DAVIS, WHO WILL PRESENT CURRENT EVIDENCE THAT THE LAKE COUNTY

1 REGIONS BELONG IN THE NORTH COAST CLASSIFICATION; SECONDLY,
2 BILL IRWIN, A GROWER IN LAKE COUNTY, WILL PRESENT MAPS AND SHOW
3 YOU SOME BREAKDOWN AS TO THE REGIONS FROM THE BALANCE OF LAKE
4 COUNTY.

5 HE WILL BE FOLLOWED BY JAMES LIDER, THE FORMER FARM
6 ADVISER FOR NAPA COUNTY, NOW A CONSULTANT, WHO WILL BUILD ON
7 MR. IRWIN'S TESTIMONY AND TALK SPECIFICALLY ABOUT SUCH ISSUES
8 THAT WERE ADDRESSED THIS MORNING -- CLIMATE, PHYLLOXERA, AND THE
9 LIKE. HE WILL BE FOLLOWED BY MYRON HONDENRIED, A GROWER, WHO IS
10 THE PRESIDENT OF THE LAKE COUNTY WINE PRODUCERS.

11 RON BARTOLUCCI, ANOTHER GROWER, WILL PRESENT EVIDENCE
12 OF COMMON GEOGRAPHICAL FEATURES BY EXPLAINING COMMON VITICULTURAL
13 PRACTICES IN LAKE AND NAPA COUNTIES AND THE ATTEMPTS OF THE LAKE
14 COUNTY GROWERS TO ALSO BECOME A MEMBER OF THE TRADE ASSOCIATION
15 COOPERATIVE KNOWN AS CALIFORNIA NORTH COAST GRAPE GROWERS
16 ASSOCIATION, AND THE UNSUCCESSFUL EFFORTS IN THAT REGARD.

17 DON GAYALDO IS A GROWER WHO WILL PRESENT EVIDENCE ABOUT
18 THE LAKE COUNTY INDUSTRY, TO BE FOLLOWED BY CHARLES L. SULLIVAN,
19 A WINE HISTORIAN, WHO WILL SPEAK TO THOSE ISSUES. JIM TURNER,
20 A GROWER AND A VINTNER, WILL SPEAK TO THE COMPARABILITY OF LAKE
21 COUNTY GRAPES TO THOSE OF ADJACENT AREAS, AND WILL BE FOLLOWED
22 BY ROBERT H. MYER, OF THE GEYSER PEAK WINERY, AND HIS WINE OR
23 GRAPEVINE PRACTICES.

24 ALLAN JERGESEN WILL BE THE NEXT SPEAKER, WHO WILL BE
25 TALKING ABOUT THE PETITIONERS' APPLICATION AND WILL POINT OUT
26 SOME ISSUES THAT ARE RAISED BY THAT. AND, FINALLY, OUR CLEAN-UP
27 HITTER IS PETER WINDREM, WHO IS AN ATTORNEY AND A GROWER AND A
28 RESIDENT OF LAKE COUNTY WHO HAS BEEN VERY ACTIVE IN THE LAST 10₁₀₅

1 YEARS IN GROWING GRAPES AND LOOKING TO LAKE COUNTY AS A PRIMARY
2 GROWING REGION.

3 IN SUMMARY, MR. CHAIRMAN, WE WILL SHOW THAT THE
4 APPELLATION NORTH COAST, IF IT IS FIXED BY YOUR BUREAU, SHOULD
5 CONTAIN THE GRAPE-GROWING REGION OF LAKE COUNTY. WE RECOGNIZE
6 IT IS A DIFFICULT TASK. THAT CERTAINLY WAS REFLECTED IN THE
7 SCOPE OF YOUR QUESTIONS TODAY.

8 OBVIOUSLY, IF YOU ASK SOMEONE OFF THE STREET DOWNTOWN
9 HERE IN THE REDWOOD EMPIRE, NORTH COAST, I THINK, MEANS
10 DIFFERENT THINGS TO DIFFERENT PEOPLE. I GREW UP IN HUMBOLDT
11 COUNTY, THE ARCATA-EUREKA AREA, AND I DO NOT CARE WHAT YOU PUT
12 IN THE FEDERAL REGULATIONS -- TO TELL THOSE PEOPLE UP THERE THEY
13 ARE NOT A PART OF NORTH COAST, YOU WOULD BE LAUGHED OUT OF THE
14 COUNTY. BUT THEY ARE NOT A WINE REGION, SO IT DOES NOT BOTHER
15 THEM.

16 I REPRESENT, AS ONE OF MY CLIENTS, THE NORTH COAST
17 WATER DISTRICT, WHICH IS IN PACIFICA, SOUTH OF SAN FRANCISCO.
18 IT MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE. NOW, WE ARE
19 TRYING TO TAKE IT OUT OF THE GENERAL APPLICATION OF THAT NAME
20 AND APPLY IT TO A VITICULTURAL AREA. AND FOR THAT, YOU HAVE
21 SELECTED AS YOUR CHARACTERISTIC, NOT POLITICAL BOUNDARIES, BUT
22 GEOGRAPHICAL CHARACTERISTICS. AND I THINK IT IS INCUMBENT UPON
23 THE PETITIONERS AND US TO GIVE YOU ENOUGH EVIDENCE SO YOU CAN
24 DRAW A GEOGRAPHICAL DETERMINATION OF WHAT NORTH COASTAL MEANS.
25 AND HERE, MR. CHAIRMAN, IT IS A REGIONAL CHARACTERISTIC, IN MY
26 OPINION, AND WOULD INCLUDE, THEN -- COULD INCLUDE A NUMBER OF
27 SMALL AREAS.

28 IT IS FAR LARGER THAN NAPA VALLEY, IF YOU WILL, OR

1 OTHERS THAT YOU VERY WELL MIGHT DESIGNATE AS APPELLATION AREAS.
2 IT INCLUDES PEAKS AND VALLEYS, DIFFERENT MICROCLIMATES. AND I
3 THINK THAT THE BEST YOU CAN COME UP WITH, FRANKLY, IN MY OPINION,
4 IS TO RECOGNIZE WHAT THE LAY PEOPLE WOULD BE INFLUENCED BY IN
5 THAT LABEL ON THAT SHELF, THAT BOTTLE OFF THE SHELF. YOU ARE
6 LOOKING AT A REGIONAL CHARACTERISTIC AS OPPOSED TO A VERY SMALL
7 VITICULTURAL AREA.

8 AND, THEREFORE, YOU ARE LOOKING FOR AN OVERALL ON-
9 BALANCE WEIGHTING KIND OF AN ARRANGEMENT WHERE A REGION HAS
10 SUBSTANTIALLY SIMILAR CHARACTERISTICS AS A WHOLE SO AS TO PROVIDE
11 A CLEAR DEMARCATION BETWEEN THAT LARGER REGION THAN, SAY, NAPA
12 VALLEY AND OTHER REGIONS, WHETHER THOSE REGIONS HAVE EVER BEEN
13 FORMALLY DESIGNATED OR NOT, LIKE CENTRAL COAST OR CENTRAL VALLEY
14 OR WHATEVER HAVE YOU.

15 AND I THINK IF YOU APPROACH THE REGULATION AND YOUR
16 TASK SOMEWHAT ALONG THOSE LINES, I THINK YOU WILL BE A LITTLE
17 LESS BOTHERED ABOUT PEAKS AND VALLEYS HERE AND THERE. BUT LOOK
18 TO WHAT IS COMMONLY UNDERSTOOD AND WHAT SHOULD, IN YOUR OPINION,
19 BE UNDERSTOOD IN A WINE FIELD. AND CLEARLY, THEN, IF YOU COME
20 UP WITH NORTH COAST, IT OBVIOUSLY AND CLEARLY HAS TO COVER THE
21 LAKE COUNTY GROWING REGION IN IT.

22 I WILL RESPOND TO QUESTIONS, BUT I SUGGEST THAT PERHAPS
23 THE FOLLOWING SPEAKERS WILL HAVE MORE SPECIFIC DETAIL ON EACH OF
24 THE POINTS THAT I HAVE ADDRESSED, AND YOU MAY WISH TO HOLD 'TIL
25 THEN.

26 THE CHAIRMAN: THANK YOU, MR. STROMBERG, VERY MUCH.
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28

1 CORNELIUS S. OUGH,

2 PROFESSOR OF ENOLOGY, TESTIFIED AS FOLLOWS:

3 MY NAME IS CORNELIUS OUGH, AND I AM A PROFESSOR OF
4 ENOLOGY IN THE UNIVERSITY OF CALIFORNIA AT DAVIS DEPARTMENT OF
5 VITICULTURE AND ENOLOGY.

6 MY EXPERIENCE IN EVALUATING VARIETIES OF GRAPES PLANTED
7 IN CALIFORNIA, AND ACTUALLY ELSEWHERE, STARTED IN 1950, WHEN I
8 JOINED THE DEPARTMENT. AND THIS DEPARTMENT HAS HAD THE
9 RESPONSIBILITY -- ACTUALLY IT WAS DESIGNATED BY THE LEGISLATURE
10 OF CALIFORNIA ABOUT 1880, WHEN THE DEPARTMENT WAS CREATED, TO
11 EVALUATE THE GROWTH OF THE DIFFERENT VARIETIES OF GRAPES IN THE
12 STATE.

13 AND SINCE THAT TIME, STARTING WITH HILGARD AT BERKELEY,
14 AND ALL THROUGH BIOLETTI AND AMERINE, WINKLER. -- WHEN DR. AMERINE
15 RETIRED, THE RESPONSIBILITY BECAME MINE IN THE DEPARTMENT, MINE
16 AND DR. ALLEY'S. AND SINCE THAT TIME, WE HAVE CONTINUED TO
17 EVALUATE THE DIFFERENT VARIETIES OF GRAPES GROWING AROUND THE
18 STATE.

19 AND IN 1969, WE STARTED THE EVALUATION OF TABLE
20 VARIETIES FOR THE AREA OF MENDOCINO COUNTY AND THE PROXIMITY,
21 OR THE PROXIMITY OF HOPLAND FIELD STATION. AND WE HAVE A FIELD
22 STATION UP THERE. WE GROW A NUMBER OF DIFFERENT VARIETIES OF
23 GRAPES.

24 AND OUR PRACTICE IN THIS SORT OF EVALUATION IS TO LET
25 THE LOCAL FARM ADVISER, UNIVERSITY EXTENSION MAN, TAKE CARE OF
26 GRAPES, SEE THAT THEY GET OVER TO DAVIS TO OUR WINERY.

27 WE HAVE BONDED EXPERIMENTAL WINERY AT DAVIS WHERE WE
28 MAKE THE WINE. WE HAVE AN EXPERIENCED PANEL OF TASTERS WHICH

1 EVALUATE THIS WINE, AND WE DO FAIRLY COMPLETE ANALYSES ON THE
2 GRAPE SAMPLES AND THE WINES AS THEY COME IN.

3 ALSO, AT THE SAME TIME, WE DID A STUDY OF THE TABLE
4 WINE VARIETIES BEING PLANTED IN LAKE COUNTY. AT THAT TIME, 1969,
5 THERE WAS A RESURGENCE OF GROWTH IN THE WINE INDUSTRY, AND
6 PLANTINGS WERE EXTENDED INTO THESE AREAS THAT WERE BEING
7 ENLARGED UPON IN THESE DIFFERENT COUNTIES.

8 FIRST, WE MIGHT LOOK AT THE SUMMARY OF DATA THAT ARE
9 GIVEN HERE. THE FIRST TABLE IS THE MENDOCINO COUNTY GRAPE
10 VARIETY TRIALS FOR WINE USE.

11 NOTICE THIS WAS CARRIED OUT FROM 1969 THROUGH 1973, A
12 PERIOD OF FIVE YEARS. AND THE DATA WAS ALL AVERAGED AS FAR AS
13 THE ANALYSES AND THE FINAL SENSORY EVALUATION SCORES WERE
14 CONCERNED.

15 IN COMPARING THIS DATA WITH THAT DATA ON TABLE 2, WHICH
16 IS FOR LAKE COUNTY VARIETIES, YOU CAN SEE MANY OF THE VARIETIES
17 WERE THE SAME VARIETIES GROWN IN BOTH AREAS.

18 THE ANALYSES ARE ESSENTIALLY THE SAME. FROM ALL
19 PRACTICAL PURPOSES, THERE ARE NO REASONABLE DIFFERENCES IN THESE
20 ANALYSES OF EITHER THE WINES OR THE MUSTS. THE ONLY DIFFERENCE
21 I CAN SEE FROM MY EXPERIENCE IN EVALUATING THIS SORT OF THING IS
22 THE SLIGHTLY HIGHER ACIDS IN THE LAKE COUNTY VARIETIES AND
23 SLIGHTLY HIGHER pH's; AND THIS COULD BE ATTRIBUTED TO SOIL
24 DIFFERENCES OR CULTURAL DIFFERENCES.

25 AS FAR AS THE SENSORY EVALUATION, THE WINE QUALITY,
26 OUR PANEL, WHICH CONSISTS OF 10 TO 12 EXPERIENCED TASTERS -- THAT
27 IS EXPERIENCED OR THE FACULTY ON THE STAFF HERE. SOME AT THE
28 TIME OF THE TASTING HAD TASTED IN EXCESS OF 20 OR 30 YEARS

1 EVALUATING WINES.

2 OUR METHODS OF EVALUATING THE WINE IS SIMPLY TO BRING
3 THE WINES IN AFTER THEY ARE MADE, STABILIZED, AND CLARIFIED.
4 AND THEY ARE PRESENTED TO THE PANEL MEMBER IN AN UNMARKED --
5 THERE IS A DOUBLE DIGIT NUMBER ON THE BOTTOM. HE DOES NOT HAVE
6 ANY IDEA WHAT VARIETY IT IS, WHERE IT COMES FROM, OR ANYTHING
7 ELSE. HE GIVES IT A SCORE.

8 AND THIS WENT ON FOR SIX YEARS FOR THE LAKE COUNTY AREA.
9 SCORES WERE TOTALED AND AVERAGED AND PUT DOWN HERE, AND THAT IS
10 WHAT IS REPRESENTED ON THIS SECOND TABLE.

11 YOU MIGHT SAY SOME OF THE CONCLUSIONS THAT I REACHED
12 FROM THIS DATA IS THAT THE QUALITY OF GRAPES BROUGHT IN DID NOT
13 VARY CONSISTENTLY BETWEEN THE TWO COUNTIES. IN OTHER WORDS,
14 THEIR GENERAL QUALITY, APPEARANCE OF THE GRAPES, AND EVERYTHING
15 WAS SIMILAR. THE TIME OF HARVEST WAS VERY SIMILAR. WE LIST
16 THE TIME OF HARVEST ON THE TABLES.

17 AS I MENTIONED, THE GRAPES FROM LAKE COUNTY HAD A
18 SLIGHTLY HIGHER ACIDITY AND HIGHER pH'S THAN THOSE OF MENDOCINO
19 COUNTY. NO OTHER SIGNIFICANT ANALYTICAL DIFFERENCES WERE NOTED.
20 NO SIGNIFICANT DIFFERENCE IN SENSORY EVALUATION. AND I WOULD
21 HAVE TO CONCLUDE FROM THIS DATA HERE AND MY EXPERIENCE IN TASTING
22 WINES AND EVALUATING WINE ANALYSES OF THIS TYPE, THERE IS
23 ESSENTIALLY NO DIFFERENCE BETWEEN THESE TWO AREAS HERE AS FAR AS
24 THE QUALITY OF WINE OR THE ANALYSIS OF THE WINES ARE CONCERNED.

25 WE HAD A TASTING IN 1971, THAT IS SUMMARIZED ON THE
26 THIRD SHEET HERE, OF 1970 WINES. AND A NUMBER OF THE WINES FROM
27 BOTH HOPLAND AND LAKE COUNTY OR MENDOCINO COUNTY AND LAKE COUNTY
28 HERE WERE TASTED. SOME OF THE PEOPLE THAT WERE INVOLVED IN THAT,

1 WHO WERE COMMERCIAL WINERY PEOPLE, WERE JOHN PARDUCCI, DON GREGG,
2 BERNARD FETZER, FRED WEIBEL, JR., JOHN HOFFMAN OF CHRISTIAN
3 BROTHERS, MARC TURULA, JAMES WOLNER, AND A NUMBER OF THE PEOPLE
4 FROM THE STAFF OF THE UNIVERSITY.

5 AND THE SCORES ESSENTIALLY WERE THE SAME FOR BOTH LAKE
6 COUNTY AND HOPLAND WINES. THERE WERE NO REALLY CONSIDERED
7 DIFFERENCE IN THEIR OPINION OF THESE WINES.

8 ONE THING I WOULD LIKE TO POINT OUT, THE EXTREME
9 DIFFERENCES IN CLIMATE IN, SAY, NAPA COUNTY FROM DOWN IN THE BAY
10 AREA, UP TOWARDS CALISTOGA. THERE IS A CLIMATE DIFFERENCE THERE
11 OF THREE REGIONS AT LEAST, SOMETIMES ALMOST FOUR REGIONS. AND
12 YOU CAN GET TREMENDOUS DIFFERENCES IN QUALITY OF WINES THERE.
13 AND ALSO IN OTHER AREAS, LIKE IN THE HOPLAND-UKIAH AREA, YOU CAN
14 GET SOME VERY HOT SUMMER TEMPERATURES UP THERE AND APPROACH
15 REGION IV SOMETIMES IF YOU WANT TO GO AT IT BY REGIONS.

16 AND, IN SUMMARY, FROM MY EXPERIENCE IN EVALUATING THE
17 WINES FROM MENDOCINO, SONOMA, AND NAPA COUNTIES, I WOULD CONCLUDE
18 THAT THIS AREA IN LAKE COUNTY PRODUCED GRAPES OF ESSENTIALLY THE
19 SAME QUALITY AS REGION III AREAS OF THESE OTHER THREE COUNTIES.

20 ANY QUESTIONS?

21 MRS. KIRK: I HAVE A QUESTION, SIR. YOU INDICATED
22 THAT YOU TESTED LAKE COUNTY GRAPES AND WINE.

23 DR. OUGH: YES.

24 MRS. KIRK: WE WERE TOLD BY THE FIRST SPEAKER THAT THE
25 PROPOSED EXPANSION OF THE NORTH COAST VITICULTURAL AREA WOULD
26 NOT INCLUDE ALL OF LAKE COUNTY. NOW, IN YOUR TESTS, WE WERE TOLD
27 THAT YOU TESTED LAKE COUNTY GRAPES. COULD YOU BE MORE DEFINITIVE
28 ON THAT.

1 DR. OUGH: OKAY. PRIMARILY FROM THE AREA AROUND THE
2 LAKE ITSELF. THE FARM ADVISER, CHET HEMSTREET, WAS RESPONSIBLE
3 FOR SELECTING THE VINEYARDS AND BRINGING THE GRAPES DOWN. AND
4 FROM MY RECOLLECTION, IT WAS MAINLY FROM THE AREA CLOSER AROUND
5 THE LAKE.

6 I THINK THE PEOPLE WHO WILL TALK NEXT PROBABLY WILL
7 TALK ABOUT THE DISTINCT AREAS AND WILL GIVE YOU MORE INFORMATION.

8 MRS. KIRK: DO YOU KNOW IF THIS AREA AROUND THE LAKE
9 IS INCLUDED WITHIN THE PROPOSED EXTENSION?

10 DR. OUGH: YES, IT IS.

11 THE CHAIRMAN: DOCTOR, IN AN EFFORT TO UNDERSTAND THE
12 STATISTICS, THE SECOND COLUMN IS YEARS SAMPLED. THAT MEANS WHAT?

13 DR. OUGH: WHICH IS THAT?

14 THE CHAIRMAN: THE SECOND COLUMN GOING FROM LEFT TO
15 RIGHT. IT SAYS YEARS SAMPLED.

16 DR. OUGH: THAT IS THE YEARS THAT WERE SAMPLED IN THIS
17 PARTICULAR VARIETY. IN OTHER WORDS, CHARDONNAY WAS SAMPLED
18 OVER FOUR OR FIVE YEARS.

19 THE CHAIRMAN: HOW IS THAT RELATED TO THE DATE OF
20 HARVEST?

21 DR. OUGH: THE DATE OF HARVEST WOULD BE THE AVERAGE.

22 THE CHAIRMAN: THE AVERAGE DATE OF HARVEST?

23 DR. OUGH: YES.

24 MR. GEORGE: DOCTOR, YOU MENTIONED THERE WERE DIFFERENCES
25 IN ACIDS BETWEEN THE WINES, I BELIEVE, YOU SAMPLED IN LAKE COUNTY
26 AND MENDOCINO. BUT THEN LATER ON, YOU DREW THE CONCLUSION THAT
27 THE WINES REALLY DID NOT DIFFER THAT MUCH IN TASTE. WERE YOU
28 SAYING THE DIFFERENCES IN ACIDS WERE INSIGNIFICANT?

1 DR. OUGH: IN THE OVERALL QUALITY, YES.

2 MR. GEORGE: DID YOU DO ANY COMPARISONS OF LAKE COUNTY
3 WINES WITH NAPA AND SONOMA COUNTY WINES?

4 DR. OUGH: NOT DIRECTLY. BUT THIS WAS NOT A DIRECT
5 COMPARISON, EITHER, IF YOU THINK OF IT. THIS WAS DONE, YOU KNOW,
6 THE END OF FIVE YEARS AGO. THE TESTING HERE ENDED FIVE YEARS
7 AGO. AND AT THE TIME, THERE WAS NO THOUGHT OF MAKING THIS A
8 DIRECT COMPARISON. IT JUST HAPPENS TO COMPARE VERY WELL.

9 WE AT THE SAME TIME WERE BRINGING GRAPES IN FROM NAPA
10 COUNTY. WE HAVE A FIELD STATION THERE, ALSO, AT OAKVILLE. I DID
11 NOT BRING THAT DATA WITH ME, BUT IT WOULD BE SLIGHTLY DIFFERENT,
12 PROBABLY. BUT IT IS A REGION II. IT IS A COOLER REGION. THERE
13 WOULD BE SOME SIGNIFICANT DIFFERENCES THERE FROM OAKVILLE.

14 YOU CAN GET A WIDE RANGE OF QUALITY DIFFERENCES AND
15 ANALYTICAL DIFFERENCES DEPENDING ON THE CLIMATE.

16 MR. GEORGE: WE HAD SOME TESTIMONY EARLIER THAT THE
17 COASTAL FOG HAD QUITE A BIT TO DO WITH MODIFYING THE CLIMATES
18 OF SEVERAL OF THE COUNTIES. DOES THAT HAVE ANY INFLUENCE IN LAKE
19 COUNTY WHATSOEVER?

20 DR. OUGH: AS FAR AS I KNOW, NO. BUT YOU DO HAVE THE
21 MODIFYING EFFECT OF THE LAKE ITSELF, WHICH TENDS TO HOLD THE
22 HIGH TEMPERATURES DOWN AND BRING THE LOW TEMPERATURES UP. ANY
23 BIG BODY OF WATER WILL MODIFY THE CLIMATE.

24 MR. GEORGE: AND THAT IS CLEAR LAKE?

25 DR. OUGH: YES.

26 MR. GEORGE: AND YOU SAY THAT YOUR GROUP YOU ARE
27 TESTIFYING FOR IS GOING TO PROPOSE AN AREA WHICH DOES NOT INCLUDE
28 ALL OF LAKE COUNTY. IT IS AN AREA SMALLER BUT AROUND CLEAR LAKE

1 SOMEWHERE?

2 DR. OUGH: THAT IS MY UNDERSTANDING. YES.

3 MR. GEORGE: OKAY. THANK YOU.

4 THE CHAIRMAN: THANK YOU VERY MUCH FOR YOUR TIME,
5 DR. OUGH.

6
7 WILLIAM S. IRWIN,

8 TESTIFIED AS FOLLOWS:

9 MY NAME IS WILLIAM IRWIN. I-R-W-I-N. I AM A RESIDENT
10 OF LAKE COUNTY FOR 21 YEARS AS WELL AS A GRADUATE OF DAVIS. I
11 HAVE NO CLAIM TO ANY TYPE OF EXPERTISE OTHER THAN MAKING
12 OBSERVATIONS OF WHAT HAS NATURALLY OCCURRED IN NATURE. WHILE I
13 DO HAVE A B.S. IN AGRICULTURE FROM DAVIS, I ALSO AM A GEOGRAPHER
14 WITH A DEGREE IN ECONOMICS. SO, HOPEFULLY, THE ONLY THING I CAN
15 REALLY ATTEST TO AS A GEOGRAPHER, I PUT MAPS TOGETHER. I KNOW
16 THEY ARE USGS MAPS.

17 BUT WHEN I LEFT THE HOUSE THIS MORNING, MY WIFE KISSED
18 ME, AND SHE NORMALLY SPELLS IT, AND IT REMINDED ME TO KEEP IT
19 SIMPLE, STUPID, WHEN YOU SPELL IT. SO I RAN BACK IN THE HOUSE
20 AND GOT THE BASIC WINE INDUSTRY GENERAL VITICULTURE TEXT AND
21 BROUGHT IT WITH ME.

22 BEFORE I GET TO THE MAPS AND THE LIKE, I WOULD LIKE TO
23 READ CONCERNING CLIMATIC REGIONS ON PAGE 56.

24 "THE AVAILABLE CLIMATOLOGICAL DATA OF THE UNITED STATES
25 WEATHER BUREAU STATIONS AND THE STATIONS OF THE DEPARTMENT OF
26 VITICULTURE AND ENOLOGY AT DAVIS WERE SUMMARIZED FOR THE AREAS
27 WHERE GRAPES WERE PRODUCED SUCCESSFULLY FOR WINE MAKING. THEN
28 THE PRINCIPAL CLIMATIC FACTORS OF THE AREAS WERE CORRELATED WITH

1 "THE ANALYTICAL DATA AND QUALITY SCORES OF MATURED WINES OF THE
2 AREAS. THE ONLY FACTOR OF CLIMATE THAT PROVED TO BE OF PRE-
3 DOMINANT IMPORTANCE WAS TEMPERATURE.

4 "OTHER FACTORS, SUCH AS RAINFALL, FOG, HUMIDITY, DURATION
5 OF SUNSHINE ALSO HAVE EFFECTS, BUT THESE ARE MUCH MORE LIMITED
6 THAN THE EFFECT OF HEAT SUMMATION."

7 THIS WAS WITH RESPECT TO THE UNIQUENESS OF THE SOILS,
8 A PAGE OR TWO DOWN THE LANE, ON PAGE 63 UNDER CLASSIFICATION FOR
9 SOILS FOR GRAPES. WINKLER BEGINS: "GRAPES ARE ADAPTED TO A WIDE
10 RANGE OF SOIL TYPES. TRUE, ONE FINDS A DECIDED PREFERENCE FOR
11 CERTAIN SOIL TYPES IN EVERY GRAPE-GROWING DISTRICT. NEVERTHELESS,
12 WHEN ALL SOILS USED FOR GROWING THE VARIOUS KINDS OF GRAPES IN
13 THE MANY DIFFERENT GRAPE-GROWING REGIONS OF THE WORLD ARE COMPARED,
14 ONE FINDS THEY RANGE FROM GRAVELLY SOILS TO HEAVY CLAY, FROM
15 SHALLOW TO VERY DEEP, AND FROM LOW TO HIGH FERTILITY."

16 WE HAVE SEEN LAKE COUNTY'S RELATIONSHIP TO THE ENTIRE
17 NORTH COASTAL AREA. PERHAPS THIS RELIEF MAP WILL SHED A LITTLE
18 LIGHT ON THE RELATIONSHIP OF MOUNTAIN VALLEYS. CERTAINLY, WE
19 HAVE THE RUSSIAN RIVER BASIN AREA AS WELL AS THE CLEAR LAKE BASIN
20 AREA. PRIOR TO THE LARGE LANDSLIDE ON THE WESTERN END OF CLEAR
21 LAKE, CLEAR LAKE USED TO RUN OUT THROUGH THE RUSSIAN RIVER BASIN.
22 NONETHELESS, WE ARE LOOKING AT TYPICALLY VALLEY BOTTOM AREAS
23 WHERE GRAPES ARE GROWN. CERTAINLY, THERE ARE MANY VINEYARDS ON
24 THE HILLSIDES, BUT TYPICALLY MOST OF THE VINEYARDS ARE ON THE
25 BOTTOM LANDS.

26 I HAPPEN TO GROW SOME EARLY VARIETIES, GEWURZTRAMINER,
27 AS WELL AS THE LATER SAUVIGNON BLANC AND WHITE RIESLING. I MADE
28 A DECISION TO PLANT THESE WHITE GRAPES, WHICH ARE LISTED AS WINE

1 GRAPE VARIETIES IN THE NORTH COAST COUNTIES OF CALIFORNIA.

2 I PLANTED THEM AT A TIME WHEN NO WINERY WOULD GIVE ME A
3 CONTRACT BECAUSE THEY WANTED REDS. HOWEVER, THROUGH THE RESEARCH
4 AT DAVIS WITH ALL THE HELP OF THE PROFESSORS, HAVING WORKED WITH
5 THEM CLOSELY, THERE WAS NO REASON WHY GRAPES SUCH AS THOSE WHITES
6 AS WELL AS REDS -- BUT I ONLY SPEAK WHAT I KNOW OF -- THAT THEY
7 WOULD RESPOND FAVORABLY TO THE REGION II AND REGION III AREA. I
8 HAPPEN TO BE IN A REGION II, IN THIS AREA WHERE A LOT OF OCEAN
9 AIR DOES COME DOWN THROUGH THE GAP IN THE MOUNTAINS. YOU CAN SEE
10 IT, PERHAPS.

11 HISTORICALLY, WHEN I HAD TO COME UP WITH SOME IDEAS ON
12 PRICES, WHAT I WOULD BE FACING WHEN I PLANTED, I TURNED TO A
13 VARIETY OF CROP REPORTING DATA. CERTAINLY, CALIFORNIA CROP AND
14 LIVESTOCK REPORTING SERVICE SHOWS IN '72 REPORT THAT A COASTAL
15 REGION INCLUDED MENDOCINO, SONOMA, NAPA, LAKE, SOLANO, CONTRA
16 COSTA, ALAMEDA, SANTA CLARA, SAN BENITO, SANTA CRUZ, SAN LUIS
17 OBISPO, MONTEREY, AND SANTA BARBARA. APPARENTLY, A YEAR LATER
18 WHEN THE NEXT REPORT CAME OUT, THEY REFINED THE COASTAL INFLUENCE
19 IN THE PRICE REPORTING AREAS TO -- HERE AGAIN, NORTH COASTAL
20 REGION INCLUDES COUNTIES OF MENDOCINO, SONOMA, NAPA, LAKE, AND
21 SOLANO.

22 THE NEXT YEAR'S REPORT, AGAIN THE SAME. BUT ON INTO
23 '76, WE SEE A GROUPING, WHETHER RIGHTLY OR NOT, WITH MENDOCINO
24 COUNTY.

25 CARRYING THE HISTORY ON TO '78 IS WHEN A DISTINCTION
26 WAS MADE TO HAVE EACH COUNTY NAMED SEPARATELY. NONETHELESS, THE
27 NORTH COAST COUNTIES AS DEFINITION OF DISTRICTS WERE, REGARDLESS
28 OF THE GROUPING, MENDOCINO, LAKE, SONOMA, MARIN, NAPA, AND SOLANO.

1 THERE ARE A FEW REFERENCES WHICH HAVE BEEN MADE ABOUT
2 THE PRICE RELATIONSHIPS. OBVIOUSLY THERE IS GREAT CONCERN. I
3 WILL POINT UP A VARIETY OF ANOMALIES. THE PRICE STRUCTURE IS NOT
4 ENTIRELY CONSISTENT. I WILL JUST HAPPEN TO PICK THE FINAL OF
5 THE 1980 GROSS REPORT, BUT I JUST QUICKLY LOOKED IN ON THE WHITE
6 WINE GRAPES BECAUSE THAT IS ALL I GROW. AND I SEE THE SUMMATIONS
7 THAT THE AVERAGE GROWER RETURNS. IT SO HAPPENS THAT NAPA PLACED
8 FIRST, \$664 A TON; LAKE COUNTY WAS SECOND WITH \$586 A TON; WITH
9 SONOMA, 556; AS WELL AS MENDOCINO, 499.

10 SO, CLEARLY, IT IS A VERY SMALL BODY OF WINE. NO
11 QUESTION--OR GRAPES. OVERALL ACREAGE AND OVERALL TONNAGES IS
12 VERY, VERY MINUTE. I THINK, AS SOMEONE MENTIONED, IT IS IN THE
13 VICINITY OF 2 PER CENT. SO IT IS VERY, VERY SMALL.

14 BUT LIKE IN THIS LAST REPORT, PRICE IS MORE OF A
15 FUNCTION OF BARGAINING BETWEEN TWO INDIVIDUALS AND WHAT THE MARKET
16 IS PARTICULARLY INTERESTED IN.

17 I AM NOT MUCH OF A WINE DRINKER. I CAN BARELY SAY I
18 RARELY IF EVER SAMPLE IT, SO I CANNOT AT ALL SPEAK ON QUALITY.

19 I HAVE NEVER ADVERTISED MY GRAPES FOR SALE. HOWEVER,
20 THIS LAST YEAR AS A RESULT OF A FEW SEASONS OF SHIPPING THAT I
21 HAVE SOLD MY GRAPES TO NAPA VALLEY -- AND APPARENTLY OTHER
22 WINERIES PURCHASERS COME UP. AND I HAD THE FIRST DAY THAT I
23 STARTED PICKING -- I HAD THREE WINERIES FROM ST. HELENA IN MY
24 FIELD WANTING TO BUY THE GRAPES. SO I RELATE QUALITY SOMEWHAT
25 WITH RESPECT TO -- I WISH FOR NORTH COAST'S SAKE THAT ALL THE
26 GRAPES WERE AS WELL CARED FOR, CULTURED, MANICURED, PRODUCTIVE
27 AND BEAUTIFUL AS THE GALS IN THE ROOM. BUT APPARENTLY QUALITY
28 ISN'T OF SUCH NATURE. OTHERWISE, ALL THE WINES WOULD BE WINNING

1 AWARDS.

2 I AM VERY RETICENT AND SHY TO ADMIT MY TALENT, BUT THAT
3 IS NEITHER HERE NOR THERE, OR QUALITY. BECAUSE I DON'T ENJOY
4 DRINKING, THAT DOES NOT PUT IT IN OR OUT OF A PARTICULAR REGION.

5 WEATHER DATA IS VERY COMPARABLE WITHIN THE AREA. A
6 GREAT AMOUNT OF DATA IS AMASSED EVERY SEASON. BUT, GETTING BACK
7 TO LOCATION, WE DO GET THE COASTAL INFLUENCE. ONE CAN SEE WE ARE
8 A SIMILAR DISTANCE TO THE COAST AS NAPA VALLEY.

9 CERTAINLY, NOT ALL OF LAKE COUNTY IS OF A WINE-GROWING
10 AREA. WE HAVE VERY RUGGED MOUNTAINS, VERY DESOLATE, REMOTE AREAS,
11 AS WELL AS OTHER AREAS OF THE COASTAL REGION. WHEN PEOPLE ASK
12 ME WHERE I AM FROM WHEN I AM OUTSIDE THE STATE, I TYPICALLY SAY
13 NORTHERN CALIFORNIA, TYPICALLY THE REFERENCE POINT IS SAN
14 FRANCISCO. AND WHEN THEY GO FURTHER, WELL, WHERE SPECIFICALLY,
15 I TYPICALLY SAY IN THE NORTH COASTAL RANGE OF MOUNTAINS BETWEEN
16 THE CENTRAL VALLEY AND THE OCEAN.

17 ARE THERE ANY QUESTIONS?

18 MR. GEORGE: I HAVE ONE QUESTION. DO YOU HAVE ANY DATA
19 ON THE SOIL SIMILARITIES BETWEEN NAPA, SONOMA, MENDOCINO COUNTY,
20 AND LAKE COUNTY?

21 MR. IRWIN: NO, I DON'T. I BELIEVE SOMEONE BROUGHT A
22 SOIL PROFILE. IT IS A VOLCANIC REGION, CERTAINLY. WE HAVE MOUNT
23 KONOCTI, COBB MOUNTAIN, AS WELL AS MOUNT ST. HELENA. BUT,
24 TYPICALLY, ALL THE BOTTOM SOILS ARE ALLUVIAL IN NATURE.

25 MRS. KIRK: I HAVE ONE QUESTION. AGAIN, ALL OF LAKE
26 COUNTY IS NOT INCLUDED WITHIN THIS AMENDMENT. YOU HAVE SPOKEN
27 TO THE COMMONALITIES BETWEEN A CERTAIN PORTION OF LAKE COUNTY
28 WITH MENDOCINO, NAPA. COULD YOU SPEAK TO HOW THAT ONE PORTION OF

1 LAKE COUNTY IS DIFFERENT FROM THE OTHER PORTION TO DISTINGUISH
2 ONE PART OF LAKE COUNTY FROM ANOTHER IN YOUR PROPOSAL.

3 MR. IRWIN: THIS BEING LAKE COUNTY, THE GREEN ARE
4 TYPICALLY THE GROWING AREAS. THE FLOW OF AIR FROM THE COAST
5 COMES DOWN AND ACROSS AND THROUGH THE LAKE. I CANNOT SPEAK ON
6 WHETHER THAT WIND, AFTERNOON BREEZE HITS THIS AREA OF LAKE COUNTY.
7 I AM NOT FAMILIAR WITH THAT AREA.

8 MRS. KIRK: DOES THAT GREEN MARK INDICATE THE PROPOSED
9 AREA?

10 MR. IRWIN: YES. IT IS MERELY A RIDGE OF MOUNTAINS.

11 MRS. KIRK: COMPARE FOR ME LAKE COUNTY. COMPARE THE
12 -- DISTINGUISH LAKE COUNTY FOR ME BELOW THE GREEN LINE AND ABOVE
13 THE GREEN LINE GEOGRAPHICALLY. WHY WAS THAT BOUNDARY LINE
14 DEVELOPED?

15 MR. IRWIN: TYPICALLY ON THIS SIDE, YOU HAVE BOTTOM LAND
16 AND TILLABLE HILLSIDES, WHICH ARE POSSIBLE TO GROW ON. THIS AREA
17 IS EXTREMELY RUGGED, VERY, VERY STEEP MOUNTAINS, AND AN ENTIRELY
18 DIFFERENT VEGETATIVE REGION. TYPICALLY, THAT IS ALL HEAVY TIMBER
19 UP THROUGH THERE, AS IS THIS AREA. BUT THE AREA TYPICALLY WHERE
20 GRAPES ARE GROWN IS NOT A HEAVY TIMBER REGION AT THIS TIME. OF
21 COURSE, MANY OF THEM HAVE BEEN LOGGED OVER.

22 MRS. KIRK: IS THERE VARIANCE IN CLIMATE BETWEEN THE
23 TWO?

24 MR. IRWIN: TO A DEGREE, YES. I AM AN AVID PILOT, AND
25 I HAVE FLOWN OVER THIS REGION HUNDREDS OF HOURS; AND I AM
26 CONSCIOUS OF THE EFFECT OF TEMPERATURES ON TAKE-OFF, FOG --
27 OBVIOUSLY, FOR VISIBILITY -- RAINFALL, AND THE LIKE. BUT THERE
28 IS A SLIGHT DIFFERENCE IN CLIMATE. YES. THAT WOULD BE UP TO A

1 METEOROLOGIST TO DEFINE. CERTAINLY NOTHING DISCERNIBLE FOR OUR
2 PURPOSES HERE.

3 THE CHAIRMAN: THANK YOU VERY MUCH.

4
5 JAMES D. LIDER,

6 TESTIFIED AS FOLLOWS:

7 MY NAME IS JAMES D. LIDER. I RESIDE AT 995 DOWDELL
8 LANE IN ST. HELENA, CALIFORNIA, IN THE NAPA VALLEY. I AM A
9 VINEYARD OWNER, AND I ACT AS A CONSULTANT FOR MANY VINEYARDS
10 LOCATED THROUGHOUT THE STATE, BUT DO MOST OF MY WORK IN THE
11 COUNTIES OF NAPA, SONOMA, MENDOCINO, AND LAKE. FROM THE PERIOD
12 1952, SEPTEMBER, 1952, TO SEPTEMBER, 1971, I WAS EMPLOYED BY THE
13 UNIVERSITY OF CALIFORNIA AGRICULTURAL EXTENSION SERVICE AS A
14 FARM ADVISER IN NAPA COUNTY. AT THE TIME OF MY EMPLOYMENT, I WAS
15 INVOLVED IN PUTTING TOGETHER INFORMATION FOR ALL OF THE NORTH
16 COAST COUNTIES IN CONJUNCTION WITH OTHER FARM ADVISERS WHO WERE
17 WORKING IN THE NAPA, SONOMA, MENDOCINO AND LAKE COUNTY COUNTIES.

18 ONE OF OUR MAJOR FUNCTIONS AS A FARM ADVISER WAS TO
19 ADVISE PEOPLE TO THE VARIETIES OF GRAPES THAT WOULD DO WELL UNDER
20 THE CONDITIONS THAT WERE FOUND IN THE VARIOUS LOCATIONS WHERE
21 VINEYARDS WERE BEING DEVELOPED AND TO RELAY INFORMATION DEVELOPED
22 BY THE UNIVERSITY OF CALIFORNIA ON GRAPES AND WINE TO THE GROWERS
23 IN THESE NORTH COAST COUNTIES.

24 AFTER LEAVING THE EXTENSION SERVICE IN 1971, I STARTED
25 MY OWN BUSINESS AS A GRAPE CONSULTANT WORKING IN THE STATE OF
26 CALIFORNIA, AND, IN ADDITION, CONDUCTED A FARM MANAGEMENT BUSINESS
27 MANAGING SOME FARMS FOR GROWERS LOCATED IN NAPA COUNTY.

28 IN MY POSITION AS CONSULTANT TO MANY OF THE GRAPE

1 GROWERS, I HAVE NOT CONFINED MY ACTIVITIES TO NAPA COUNTY. WE
2 HAVE WORKED WITH A LOT OF THE GROWERS THAT ARE PRESENT HERE IN
3 THIS ROOM TODAY. THIS MEANT CLOSE COORDINATION WITH MANY OF THE
4 WINERIES WHEN WORKING WITH THESE GROWERS TO GUARANTEE THAT THE
5 PROPER VARIETIES OF GRAPES WOULD BE DEVELOPED.

6 IN THE DISCUSSION THAT FOLLOWS, I PROPOSE TO LEND
7 SUPPORT TO THE FACT THAT LAKE COUNTY HAS BEEN A VITAL PART OF THE
8 NORTH COAST AREA AS WE HAVE DEFINED IT IN THE PAST YEARS FOR THE
9 PRODUCTION OF MANY OF THE FINE TABLE WINES THAT ARE PRODUCED HERE.
10 THE GRAPE-GROWING CLIMATES THAT EXIST IN THIS AREA HAVE BEEN
11 DEFINED IN VARIOUS PERIODICALS AND TEXTBOOKS RELATING TO THE
12 CALIFORNIA WINE AND GRAPE INDUSTRY. IT HAS BEEN ESTABLISHED THAT,
13 BECAUSE OF THE VARIED EFFECT THAT ONE MAY GET FROM OCEAN BREEZES
14 AND CERTAIN OTHER CLIMATICAL EFFECTS, THAT LOCALIZED CLIMATES
15 MAY VARY CONSIDERABLY FROM ONE AREA TO THE OTHER IN THE GRAPE-
16 GROWING CLIMATES THAT EXIST IN THIS AREA.

17 WE HAVE FOUND IN THESE FOUR COUNTIES THAT THE CLIMATES
18 VARY FROM A VERY COOL GRAPE-GROWING REGION WHICH HAS BEEN
19 CLASSIFIED BY THE DEPARTMENT OF VITICULTURE AND ENOLOGY OF THE
20 UNIVERSITY OF CALIFORNIA AS A REGION I; TO A SLIGHTLY WARM
21 CLIMATE, WHICH IS CLASSIFIED AS A REGION III. THESE CLIMATES
22 EXIST IN PRACTICALLY ALL OF THESE COUNTIES, DEPENDING UPON THE
23 VARIOUS LOCATIONS AND EXPOSURE TO THE MARITIME INFLUENCES OF THE
24 OCEAN AND FOG AND SEA BREEZES, ALSO IN THE AMOUNT OF SUNLIGHT
25 THAT THE VARIOUS GRAPE-GROWING AREAS ARE EXPOSED TO.

26 FROM THE DATA THAT HAS BEEN COLLECTED BY THE VARIOUS
27 INDIVIDUALS IN THESE AREAS, IT IS MY OPINION THAT ALL OF THESE
28 CLIMATES THAT EXIST IN NAPA, SONOMA, MENDOCINO, AND LAKE ARE NOT

1 GREATLY DIFFERENT ENOUGH TO JUSTIFY CLASSIFICATION OF A
2 VITICULTURAL AREA BASED UPON THE GRAPE-GROWING CLIMATES THAT ONE
3 FINDS IN ANY ONE PARTICULAR AREA.

4 WE SEE THE GREAT INFLUENCE THAT COMES FROM THESE
5 MOUNTAINOUS AREAS THAT EXIST, IN THESE EXPOSURES TO THE SUN, THAT
6 WE HAVE MANY CLIMATES OF TWO TYPES EXISTING IN ONE AREA. FOR
7 THIS REASON, WE CAN SAY THAT SIMILAR CLIMATES EXIST IN ALL OF THESE
8 COUNTIES THAT ARE TO BE CONSIDERED AS PART OF THE NORTH COAST
9 AREA.

10 NAPA HAS WARMER INTERIOR VALLEYS. SONOMA HAS WARMER
11 INTERIOR VALLEYS, AS WELL AS MENDOCINO AND LAKE COUNTY. THERE-
12 FORE, WE CAN FIND VERY LITTLE JUSTIFICATION FOR THE SEPARATION
13 OF THESE FOUR COUNTIES BASED UPON THE GRAPE-GROWING CLIMATE.

14 THE SOIL DIFFERENCES THAT EXIST IN THESE AREAS IS,
15 LIKEWISE, HARD TO SEPARATE UTILIZING THE VARIOUS ATTEMPTS TO
16 CLEARLY MAP THE SOILS. THIS IS ONE OF THE REASONS IN THE
17 DISCUSSION THAT DR. WINKLER PUTS IN HIS BOOK THAT HE FINDS IT
18 VERY DIFFICULT TO DIVIDE THE STATE OF CALIFORNIA GRAPE-GROWING
19 REGIONS UP BY SOILS, BECAUSE THE SOILS YOU FIND IN NAPA COUNTY
20 ARE NOT NECESSARILY CLEARLY FOR THAT COUNTY, AND THEY MAY EXIST
21 IN OTHER PARTS OF THE COUNTY. AND VERY OFTEN WE FIND SIMILAR
22 SOILS LOCATED JUST ACROSS THE COUNTY LINE. HOWEVER, IN SOME OF
23 THE SOIL MAPPINGS THAT HAVE COME OUT, THEY HAVE USED SLIGHTLY
24 DIFFERENT NAMES, AND THIS IS SOMETHING THAT IS RATHER HARD TO
25 RECONCILE AND SOMETHING THAT VERY OFTEN, AS A CONSULTANT, WE HAVE
26 TO JUSTIFY TO OUR CLIENTS.

27 (BRIEF RECESS.)

28 I WILL CONTINUE.

1 THE SEPARATION OF THESE FOUR COUNTIES BASED UPON SOIL
2 TYPES BECOMES VERY DIFFICULT BECAUSE OF THE FACT THAT THE SAME
3 SOILS EXIST IN SOME OF THE VARIOUS COUNTIES. ALSO, WE SEE THAT
4 THERE ARE SOILS THAT ARE DIFFERENT THAT EXIST IN THE COUNTY IN
5 ADDITION. SO WE FIND IT VERY DIFFICULT TO DRAW ANY CONCLUSION
6 FROM THE STANDPOINT OF A PARTICULAR GRAPE THAT MIGHT BE GROWN
7 BASED STRICTLY UPON SOILS.

8 THERE ARE ATTEMPTS AT THE PRESENT TIME TO FURTHER
9 CLASSIFY THIS. I THINK WHAT WE ARE GETTING INTO IS NOT NECESSARILY
10 TO DIVIDE A REGION, BUT MORE TO DETERMINE WHAT GRAPE VARIETY MAY
11 DO GOOD UNDER CERTAIN CONDITIONS OF THAT ENVIRONMENT UNDER WHICH
12 YOU ARE GOING TO GROW THE GRAPES. WE ARE TRYING TO TAKE INTO
13 ACCOUNT ALL OF THE FACTORS. WE CAN SAY THAT THIS IS A VERY
14 DIFFICULT AND TEDIOUS JOB AND THAT WE HAVE NOT BEEN ABLE TO SEE
15 WHERE WE ARE GOING TO BE ABLE TO DIVIDE THE ENTIRE STATE UP INTO
16 DISTINCT AREAS AND REGIONS BASED UPON THIS DATA THAT IS BEING
17 FORMULATED. HOWEVER, WE HOPE TO MAKE BETTER RECOMMENDATIONS FOR
18 VARIETIES SUITED TO A SPECIAL WINEMAKING PURPOSE BY HAVING THIS
19 MORE ELABORATE AND TECHNICAL DATA, AND NOT NECESSARILY TO DIVIDE
20 A PARTICULAR AREA ONE FROM THE OTHER.

21 WE CAN SEE THAT IT IS DIFFICULT TO USE ANY LOGICAL
22 REASON AT THE PRESENT TIME BASED ON THE INFORMATION TO DIVIDE
23 THESE COUNTIES UP BASED UPON SOIL. WE CAN SEE THAT BOTH THE
24 CLIMATE AND THE SOILS CONSTITUTE A VERY DIFFICULT REASON FOR
25 DIVIDING THESE AREAS ONE FROM THE OTHER THAN JUST THE NORTH COAST.

26 IN MAKING RECOMMENDATIONS FOR THE VARIOUS GRAPE
27 VARIETIES OVER THE PAST YEARS, WE HAVE CLEARLY INCORPORATED INTO
28 THE LAKE COUNTY INDUSTRY THE GRAPE VARIETIES THAT WILL GROW IN

1 THE OTHER THREE COUNTIES OF NAPA, SONOMA, AND MENDOCINO. WE HAVE
2 ALWAYS BASED OUR RECOMMENDATIONS UPON THE UTILIZATION OF THESE
3 GRAPES BY THESE WINERIES THAT ARE LOCATED IN NAPA, SONOMA, AND
4 MENDOCINO. THE VARIETIES THAT ARE RECOMMENDED AND THE QUALITY
5 OF THE WINES THAT ARE PRODUCED FROM THE GRAPES CLEARLY INDICATE
6 THAT GOOD QUALITY WINES OF THE TYPE THAT ARE TYPICALLY PRODUCED
7 IN NAPA, SONOMA, AND MENDOCINO COUNTIES CAN BE PRODUCED FROM
8 GRAPES GROWN IN LAKE COUNTY.

9 DURING THE PAST 30 YEARS THAT I HAVE BEEN ACQUAINTED
10 WITH LAKE COUNTY, I KNOW OF SEVERAL VINEYARDS THAT HAVE MARKETED
11 GRAPES IN NAPA COUNTY, AND THE QUALITY OF THESE GRAPES HAVE
12 ALWAYS BEEN REGARDED AS SIMILAR TO, IF NOT IN SOME CASES BETTER
13 THAN, THOSE GROWN IN SOME OF THE OTHER VINEYARDS LOCATED WITHIN
14 THE COUNTY.

15 WHAT I AM TRYING TO POINT OUT IS WHEN WE START
16 DISCUSSING QUALITY OF GRAPES FROM A PARTICULAR VINEYARD, IT
17 BECOMES DIFFICULT BECAUSE SOME OF THE GROWERS ARE GOOD AND WILL
18 PRODUCE GOOD QUALITY AND OTHERS ARE NOT. SO IT IS HARD TO DRAW
19 A HARD AND FAST CONCLUSION FROM THE FACT THAT THERE MAY BE SOME
20 LOW QUALITY GRAPES BECAUSE THERE MAY BE SOME FACTORS OTHER THAN
21 SOIL AND CLIMATE INVOLVED. IT COULD BE CULTURAL PRACTICES
22 INVOLVED.

23 DURING THE 1960'S, I COOPERATED WITH DR. WINKLER IN A
24 STUDY MADE IN CONNECTION WITH AN INVESTIGATION TO DETERMINE NEW
25 GRAPE VARIETIES FOR CALIFORNIA. AFTER A STUDY OF THE CLIMATE
26 AND THE SOILS AND ALL OF CALIFORNIA, HE CAME TO THE CONCLUSION
27 THAT THERE WERE AREAS IN LAKE COUNTY THAT COULD GROW GRAPES
28 SIMILAR TO THOSE GROWING IN NAPA, SONOMA, AND MENDOCINO COUNTIES.

1 AND FOR THIS REASON, WE LARGELY MADE OUR RECOMMENDATIONS BASED
2 UPON THE VARIETIES AND THE GRAPES GROWN IN THESE OTHER COUNTIES.
3 LIKEWISE, THE CULTURAL PRACTICES THAT WE RECOMMENDED FOR THESE
4 AREAS WERE VERY SIMILAR. THE CULTIVATION, THE TRELLISING, THE
5 TRAINING AND PRUNING OF THOSE GRAPES WERE PRETTY MUCH THOSE
6 PRACTICES BEING FOLLOWED IN THESE OTHER COUNTIES. WHILE GRAPE
7 PHYLLOXERA WAS SOMETHING THAT THEY EXCLUDED, IT IS NOT THAT THAT
8 CLEARLY SEPARATES A VITICULTURAL AREA, BECAUSE WE WISH WE DIDN'T
9 HAVE THE GRAPE PHYLLOXERA BECAUSE IT INCREASES THE COST OF
10 DEVELOPING SOME OF OUR VINEYARDS BY A CONSIDERABLE AMOUNT.

11 WE THINK THAT THE FACT THAT THERE ARE VINEYARDS IN
12 NAPA, SONOMA, AND MENDOCINO THAT ARE ALSO, LIKEWISE, NOT PLANTED
13 ON RESISTANT ROOTSTOCKS -- THERE HAS BEEN NO CONSISTENT REASON
14 FOR SEPARATING THE WINES FROM GRAPES THAT ARE PLANTED ON THEIR
15 OWN ROOTS VERSUS THOSE THAT ARE PLANTED ON A RESISTANT ROOTSTOCK.
16 SO FROM THIS, WE CAN SEE THAT THE VITICULTURAL CHARACTERISTICS
17 OF AN OWN-ROOTED VINE VERSUS A RESISTANT-ROOTED VINE CANNOT DRAW
18 A DISTINCT CONCLUSION ON THE QUALITY OF WINES THAT CAN BE
19 PRODUCED.

20 BASED UPON THE STUDIES THAT I HAVE MADE AND THE RESULTS
21 THAT MANY PEOPLE HAVE HAD WITH GRAPES AND WINE-PRODUCING
22 VINEYARDS IN LAKE COUNTY, IT IS MY OPINION THAT ONE COULD
23 SEPARATE OUT A REGION WITHIN LAKE COUNTY THAT COULD BE DEFINED
24 AS A NORTH COAST REGION. AND IN LOOKING AT THIS MAP, WE CAN
25 DRAW A LINE THAT YOU SEE ALONG THIS RIDGE OF MOUNTAINS HERE
26 THROUGH THIS AREA, WHICH IS CLEARLY A MOUNTAIN REGION, DOWN INTO
27 CACHE CREEK AND INTO A LINE THAT COINCIDES WITH THE NAPA COUNTY
28 LINE. THIS CLEARLY SEPARATES A TRUE INTERIOR VALLEY CLIMATE,

1 WHICH IS INCLUDED BY THE GREATER SACRAMENTO VALLEY, VERSUS THAT
2 THAT HAS THE MODERATING INFLUENCES FROM THE COASTAL AREA. WHILE
3 THE EXTREME INFLUENCE MAY NOT BE FELT SO MUCH, THERE IS SOME
4 MODIFICATION OF THE CLIMATE, AND, AS SUCH, WE CAN MAKE
5 RECOMMENDATIONS OF VARIETIES OF GRAPES THAT ARE LOGICALLY GROWN
6 IN THE POPE VALLEY OF NAPA COUNTY, OR, IN SOME CASES, POTTER
7 VALLEY OF NAPA COUNTY, ALL WARM REGIONS WHICH DO NOT FEEL AS
8 MUCH THE DIRECT INFLUENCE AS ONE MIGHT EXPECT, HAVING VERY WARM
9 TEMPERATURES DURING THE DAY. BUT WHEN WE TAKE INTO ACCOUNT THE
10 MAXIMUM AND MINIMUM TEMPERATURES OVER A PERIOD OF YEARS OF TIME
11 -- WE CANNOT DO THIS IN JUST ONE YEAR -- SUCH AS THE UNIVERSITY
12 OF CALIFORNIA DID OVER A FIVE-YEAR PERIOD AT HOPLAND AND IN LAKE
13 COUNTY, ONE THEN CAN GET SOME IDEA OF HOW SUCCESSFUL WE HAVE BEEN
14 IN MAKING RECOMMENDATIONS.

15 I CAN ONLY SEE THAT TRYING TO EXCLUDE LAKE COUNTY FROM
16 THE NORTH COAST GRAPE-GROWING REGION CAN HAVE A DEFINITE
17 FINANCIAL EFFECT UPON THE GROWERS THAT ARE LOCATED IN THOSE AREAS.
18 THEY HAVE PLANTED THE GRAPE VARIETIES THAT WERE RECOMMENDED BY
19 WINERIES LOCATED IN NAPA, SONOMA, AND MENDOCINO COUNTIES. THEY
20 HAVE SIGNED CONTRACTS WITH THEM, AND LARGELY HAVE BASED THEIR
21 ENTIRE INDUSTRY UPON SELLING GRAPES THROUGH WINERIES LOCATED IN
22 THE NORTH COAST. CERTAINLY, IF A NORTH COAST APPELLATION -- THEY
23 WERE PREVENTED FROM HAVING A NORTH COAST APPELLATION, I CAN ONLY
24 SAY THAT THIS WOULD HAVE A VERY SERIOUS CONSEQUENCE ON THE
25 GROWERS IN LAKE COUNTY.

26 I WANT TO THANK YOU FOR THE OPPORTUNITY TO MAKE THIS
27 PRESENTATION. IF THERE ARE ANY QUESTIONS, I ENTERTAIN THEM AT
28 THIS TIME.

1 THE CHAIRMAN: MR. LIDER, THANK YOU. IT WAS VERY
2 INFORMATIVE.

3 I DO NOT WANT TO PARAPHRASE YOU, BUT I WANT TO MAKE
4 SURE I UNDERSTAND WHAT YOU SAID. CLIMATE IS NOT A FACTOR IN
5 DISTINGUISHING THIS TYPE OF AN APPELLATION. IS THAT TRUE?

6 MR. LIDER: NO. CLIMATE IS THE MOST IMPORTANT PART OF
7 DEFINING THE AREA.

8 THE CHAIRMAN: I DID MISUNDERSTAND YOU.

9 MR. LIDER: SOILS ARE NOT AS IMPORTANT.

10 THE CHAIRMAN: I UNDERSTOOD THE SOILS. I THOUGHT YOU
11 ALSO SAID CLIMATE. I WAS WONDERING IF YOU CAN'T USE CLIMATE
12 AND SOIL, WHAT CAN YOU USE?

13 MR. LIDER: THE CLIMATE IS SO SIMILAR IN THESE AREAS,
14 IT IS HARD TO DRAW A CLEAN-CUT LINE BETWEEN THEM UNLESS YOU TAKE
15 IN --

16 THE CHAIRMAN: ALL RIGHT. ALL RIGHT. COMING AT IT A
17 DIFFERENT WAY. SAME THING. SAME THING. I UNDERSTAND NOW.

18 ANOTHER POINT, OR ANOTHER QUESTION I GUESS, ARE THERE
19 HISTORICAL PRECEDENTS IN LAKE COUNTY BEING CONSIDERED PART OF
20 THE NORTHERN COAST?

21 MR. LIDER: WELL, WE KNOW THAT SINCE 1952, WITH WHICH
22 I AM REALLY WELL ACQUAINTED, THERE HAVE BEEN GRAPES DELIVERED
23 FROM MIDDLETOWN TO NAPA COUNTY WINERIES FOR THE PAST 28 TO 30
24 YEARS, AND THAT THEY HAD BEEN MARKETED PREVIOUSLY TO THE WINERIES
25 IN NAPA COUNTY.

26 THE CHAIRMAN: CAN YOU SHOW ME GENERALLY WHERE
27 MIDDLETOWN WOULD BE.

28 MR. LIDER: MIDDLETOWN WOULD BE LOCATED RIGHT HERE.

1 AND WE KNOW THAT THERE HAVE BEEN GRAPES FOR THE PAST 12 TO 15
2 YEARS FROM THAT GENERAL VICINITY THAT HAVE BEEN GROWN BY WINERIES
3 LOCATED IN NAPA COUNTY AND INCORPORATED INTO THEIR PRODUCTION OF
4 WINES. I DON'T KNOW WHAT THEIR LABELLING DESIGNATIONS ARE, BUT
5 THEY DO IMPORT GRAPES FROM THERE.

6 MR. GRAHAM: I THOUGHT YOU SAID IN YOUR TESTIMONY THAT
7 LAKE COUNTY HAS A HISTORY OF PRODUCING NORTH COAST TABLE WINES.
8 WHEN WAS THIS?

9 MR. LIDER: WELL, THERE IS A GREAT DEAL OF HISTORY
10 BEHIND THE LAKE COUNTY WINE INDUSTRY, AND I THINK THAT -- I AM
11 NOT AN AUTHORITY ON THIS, BUT THIS MAY COME OUT IN THIS FURTHER
12 DISCUSSION OF THE HISTORY OF THE AREA. BUT I CAN SAY THAT WE
13 KNOW OF GRAPES THAT HAVE BEEN COMING FROM LAKE COUNTY CRUSHED BY
14 WINERIES IN NAPA COUNTY FOR MANY, MANY YEARS.

15 MR. GRAHAM: DO YOU HAVE ANY IDEA ON THE ACREAGE OF
16 THAT?

17 MR. LIDER: WELL, I THINK THERE WAS A -- IT WAS ABOUT
18 A 30-ACRE VINEYARD. THAT IS ROUGHLY WHAT I REMEMBER.

19 MR. GRAHAM: HOW MANY ACRES TOTAL ARE IN LAKE COUNTY?

20 MR. LIDER: I'LL HAVE TO DEFER TO ONE OF THE OTHER
21 INDIVIDUALS.

22 A VOICE: APPROXIMATELY 3,000 ACRES.

23 MR. GRAHAM: THAT ARE CURRENTLY IN --

24 A VOICE: PRODUCTION.

25 MR. GRAHAM: PRODUCTION.

26 MR. GEORGE: MR. LIDER, HOW ABOUT THE DEGREE OF RAINFALL
27 IN LAKE COUNTY AS OPPOSED TO THE OTHER PROPOSED COUNTIES?

28 MR. LIDER: CERTAINLY, THE RAINFALL VARIES ALL OVER THE

1 MAP, AND WE HAVE CERTAIN AREAS WITHIN THE CONFINES OF ALL OF
2 THESE COUNTIES THAT GO FROM CAZADERO, 144 INCHES; TO THE TOP OF
3 MOUNT ST. HELENA, AS HIGH AS 130 INCHES; TO SOME PARTS OF NAPA
4 COUNTY, BEING AS LOW AS 22 INCHES. AND SO IT VARIES QUITE A BIT.
5 AND I COULD SAY THAT YOU COULD PROBABLY DRAW SIMILARITIES BETWEEN
6 MANY AREAS, BUT IT DOES VARY EXTREMELY, DEPENDING UPON THE
7 ELEVATIONS, THE COURSE OF THE STORMS THAT FLOW IN THROUGH THE
8 AREA, AND THE ELEVATIONS. BUT I WOULD SAY THAT WE CAN FIND
9 COMPARABLE RAINFALL STATISTICS FOR MANY AREAS, WITH CALISTOGA
10 BEING 45 INCHES A YEAR, BUT MAYACMAS MOUNTAINS JUST TO THE WEST
11 OF THE NAPA VALLEY HAVING RAINFALL RECORDS OF 65 TO 70 INCHES
12 EVERY YEAR.

13 MRS. KIRK: DO YOU KNOW HOW MANY WINERIES THERE ARE IN
14 YOUR PROPOSED AREA IN LAKE COUNTY?

15 MR. LIDER: THEY KEEP ADDING THEM SO FAST, BUT IT IS
16 REALLY GETTING A HIGH NUMBER RIGHT NOW. YOU MEAN IN THE LAKE
17 COUNTY AREA?

18 MRS. KIRK: RIGHT.

19 MR. LIDER: OH, I THINK THERE ARE THREE OR FOUR RIGHT
20 NOW. ISN'T THAT CORRECT?

21 A VOICE: THREE.

22 MR. LIDER: THREE. THERE COULD BE ANOTHER ONE ON THE
23 DRAWING BOARD. THEY ARE COMING IN SO FAST, WE CANNOT KEEP UP
24 WITH THEM.

25 THE CHAIRMAN: WE ARE HAVING THE SAME PROBLEM.

26 ANY OTHER QUESTIONS?

27 MR. LIDER, THANK YOU VERY MUCH.

28 MYRON HOLDENRIED.

1 MYRON HOLDENRIED,

2 CHAIRMAN OF THE LAKE WINE PRODUCERS, TESTIFIED AS FOLLOWS:

3 MY NAME IS MYRON HONDENRIED, AND I AM A GRAPE GROWER
4 IN LAKE COUNTY. WE GROW GRAPES ON 105 ACRES NEAR KELSEYVILLE.
5 MY FAMILY HAS BEEN FARMING IN LAKE COUNTY FOR FIVE GENERATIONS,
6 RAISING LIVESTOCK, GRAIN, BARTLETT PEARS, AND WINE GRAPES.

7 CURRENTLY, I AM THE CHAIRMAN OF THE LAKE WINE PRODUCERS,
8 OUR COUNTY GRAPE GROWERS ORGANIZATION. UPON MY GRADUATION FROM
9 U.C. DAVIS, WE LOOKED AT ALTERNATIVE CROPS FOR OUR RANCH.
10 WORKING WITH THE AGRICULTURAL EXTENSION SERVICE IN LAKE AND
11 MENDOCINO COUNTIES, WE DETERMINED THAT THE CLIMATE IN KELSEYVILLE
12 WAS VERY SIMILAR TO THAT OF UKIAH AND HOPLAND. I WILL SHOW YOU
13 ON THE MAP RIGHT HERE.

14 THE SOILS IN THIS PARTICULAR RANCH WERE GRAVELLY CLAY
15 LOAM, WHICH WOULD MAKE THEM WELL-DRAINED FOR GRAPEVINES. WE
16 FOUND THAT THERE WERE DEFINITE ADVANTAGES IN GROWING GRAPES IN
17 OUR AREA, INCLUDING COOLING AFTERNOON WINDS, LACK OF SUMMER FOG,
18 AND THE ABSENCE OF PHYLLOXERA, MEANING WE COULD GROW THE VINES
19 DIRECTLY ON THEIR OWN ROOTS. AFTER FURTHER ENCOURAGEMENT FROM
20 JOHN PARDUCCI IN UKIAH CONCERNING MARKETING, WE DETERMINED TO
21 PLANT OUR INITIAL 30 ACRES OF ZINFANDEL IN 1965. PRESENTLY, WE
22 ALSO GROW CABERNET SAUVIGNON, CHENIN BLANC, AND JOHANNISBERG
23 RIESLING.

24 THERE HAVE BEEN UPS AND DOWNS SINCE 1965 AND TO THE
25 PRESENT, INCLUDING BOUTS WITH DEER, DROUGHT, AND MARKETING.
26 SINCE WE PRECEDED THE GRAPE BOOM OF THE EARLY 1970'S, WE HAVE SEEN
27 THE ROLLER COASTER RIDE OF GRAPE PRICES, EXPERIENCING BOTH ENDS
28 OF THE CYCLE. PRIOR TO 1974, WE HAD NO TROUBLE MARKETING THE

1 CROPS SELLING TO PARDUCCI WINERY IN UKIAH.

2 SINCE THE LETTER FROM BATF TO THE NORTH COAST GRAPE
3 GROWERS ASSOCIATION AND THE SUBSEQUENT CONFUSION ON THE PART OF
4 THE PARDUCCIS OVER THE APPELLATION, THE NORTH COAST APPELLATION,
5 WE ESSENTIALLY LOST OUR MARKET WITH PARDUCCI. SINCE 1975, WE
6 LAKE COUNTY GRAPE GROWERS HAVE HAD TO PROVE AGAIN THAT WE HAVE
7 EXCELLENT WINE QUALITY.

8 CURRENTLY, THE BULK OF OUR GRAPES ARE DELIVERED TO
9 FETZER WINERY. FETZER HAS WON MEDALS FOR OUR 1978 CABERNET
10 SAUVIGNON, 1978 ZINFANDEL, AND 1979 JOHANNISBERG RIESLING FROM
11 OUR RANCH. LOWER LAKE WINERY IN LAKE COUNTY ALSO PURCHASES OUR
12 GRAPES AND HAS WON A MEDAL ON THE 1977 CABERNET SAUVIGNON.

13 THE DIFFERENCE IN BEING PART OF NORTH COAST PRIOR TO
14 1974 AND ON OUR OWN SINCE THEN HAS MEANT LOWER COMPARATIVE PRICES.
15 WINERIES ARE NOT GOING TO PAY ANY MORE THAN THEY HAVE TO FOR
16 GRAPES, REGARDLESS OF THE QUALITY.

17 ON OUR RANCH, WE HAVE A MAJOR INVESTMENT AND DEBT IN
18 105 ACRES OF WINE GRAPES. WE HAVE BEEN COMMITTED TO QUALITY,
19 AND WE DO NOT WANT TO LOSE WHAT WE HAVE WORKED 15 YEARS FOR. WE
20 WANT TO BE ABLE TO CONTINUE TO MARKET OUR GRAPES TO NORTH COAST
21 WINERIES AND NOT BE PENALIZED BY BEING LOCATED FIVE MILES FROM A
22 POLITICAL BOUNDARY, WHEN WE ARE IN THE SAME CLIMATIC AND GEO-
23 LOGICAL AREA.

24 LAKE COUNTY IS PART OF THE NORTH COAST. OUR CLIMATE
25 IN KELSEYVILLE IS VERY SIMILAR TO CALISTOGA, HOPLAND, AND UKIAH.
26 AND, I MIGHT ADD, WE ALSO DO NOT HAVE AIR CONDITIONING IN OUR
27 HOUSE.

28 FETZER AND PARDUCCI WINERIES HAVE SAID THAT OUR WINES

1 ARE TYPICAL OF WINES FROM SIMILAR AREAS IN MENDOCINO, SONOMA,
2 AND NAPA COUNTIES. THE UNIVERSITY OF CALIFORNIA HAS MADE WINES
3 FROM OUR VINEYARDS AND SAID THEY WERE ON A PAR WITH NORTH COAST
4 COUNTIES' WINES.

5 GEOGRAPHICALLY, LAKE COUNTY IS CERTAINLY PART OF THE
6 NORTH COAST. POLITICALLY, LAKE COUNTY IS CONSIDERED NORTH COAST.
7 THE SAME CONGRESSMAN REPRESENTS LAKE COUNTY AS REPRESENTS
8 MENDOCINO, SONOMA, AND NAPA COUNTIES.

9 THE AMOUNT OF GRAPES FROM LAKE COUNTY IS NOT SIGNIFICANT
10 WHEN ADDED TO THE TOTALS FROM NAPA, SONOMA, AND MENDOCINO COUNTIES.
11 LAKE COUNTY'S 3,000 ACRES PRODUCED 2.6 ACRES OF THE VOLUME OF
12 THOSE COUNTIES IN 1979.

13 FROM OUR ANALYSIS, ACREAGE POTENTIAL IN LAKE COUNTY IS
14 LIMITED BECAUSE OF TERRAIN, WATER, AND POPULATION PRESSURES. IN
15 LIGHT OF THE INCREASING ACREAGE AND PRODUCTION IN THE OTHER
16 NORTH COAST COUNTIES, LAKE COUNTY WILL PROBABLY NEVER EXCEED
17 6 PER CENT OF THE TOTAL NORTH COAST VOLUME. ADDING LAKE COUNTY
18 TO THE NORTH COAST AREA WILL NOT BE A HARDSHIP TO GROWERS IN
19 THOSE COUNTIES.

20 I AM SURE THAT YOU WILL CONCLUDE FROM THE TESTIMONY OF
21 VARIOUS WITNESSES BEFORE AND AFTER MYSELF THAT CONSUMERS BUYING
22 WINE FROM LAKE COUNTY WITH THE NORTH COAST LABEL WILL CONTINUE
23 TO GET THE QUALITY FOR WHICH THIS AREA HAS BEEN NOTED.

24 THANK YOU. ANY QUESTIONS?

25 THE CHAIRMAN: USING THE TERM OF LAKE COUNTY, I AM
26 GOING TO ASSUME YOU ARE SAYING EVERYTHING SOUTH OF THE GREEN LINE?

27 MR. HOLDENRIED: YES. THAT'S RIGHT. THIS GREEN LINE
28 IS ESSENTIALLY THE CLEAR LAKE DRAINAGE BASIN AND THE PUTAH CREEK

1 DRAINAGE BASIN, WHICH GOES DOWN INTO NAPA COUNTY.

2 THE CHAIRMAN: RONALD BARTOLUCCI.

3
4 RONALD BARTOLUCCI,

5 TESTIFIED AS FOLLOWS:

6 MY NAME IS RONALD BARTOLUCCI. I RECEIVED A BACHELOR
7 OF SCIENCE DEGREE FROM THE UNIVERSITY OF SAN FRANCISCO AND LATER
8 WENT ON TO OBTAIN A MASTER'S DEGREE IN BUSINESS ADMINISTRATION.
9 I WAS BORN AND RAISED IN NAPA VALLEY, CALIFORNIA.

10 FOR THREE GENERATIONS, MY FAMILY OWNED AND OPERATED
11 VINEYARDS AND A WINERY IN NAPA VALLEY. WE SOLD OUR VINEYARDS
12 AND WINERY IN THE EARLY 1970'S, AT WHICH TIME MY FATHER AND I
13 SPENT APPROXIMATELY SIX MONTHS RESEARCHING THE LAKE COUNTY AREA
14 IN AN EFFORT TO DETERMINE THE SUITABILITY OF BEING ABLE TO
15 PRODUCE PREMIUM VARIETAL GRAPES.

16 WE CONSIDERED SUCH AREAS AS THE UPPER LAKE AREA, THE
17 KELSEYVILLE AREA, LONG VALLEY AREA, SCOTTS VALLEY AREA, AND THE
18 BIG VALLEY AREA.

19 WE CONSIDERED SUCH FACTORS AS SOILS, SOIL MOISTURE,
20 PRECIPITATION, WATER QUALITY, WATER QUANTITY, CLIMATIC REGIONS,
21 GROWING SEASONS, CLIMATIC SEASONS, AND OVERALL WEATHER; THAT IS,
22 BASICALLY, WINDS, FOG, AND HUMIDITY.

23 WE CONCLUDED FROM OUR STUDY THAT THERE WERE PORTIONS OF
24 LAKE COUNTY THAT WERE AKIN TO THE SAME CLIMATIC AND GEOGRAPHICAL
25 AREAS AS THE NORTHERN AND CENTRAL PORTIONS OF THE NAPA VALLEY.
26 OBVIOUSLY, WITH THIS CONCLUSION, WE BELIEVED VERY STRONGLY THAT
27 WE COULD PRODUCE AS FINE A PREMIUM VARIETAL GRAPE IN THESE
28 PORTIONS OF LAKE COUNTY AS IN NAPA VALLEY.

1 WE PURCHASED LAND IN THE BIG VALLEY AREA AND PLANTED
2 PREMIUM VARIETAL GRAPES. OUR FIRST PRODUCTION YEAR WAS IN 1975.
3 FROM 1975 THROUGH 1977, WE SOLD OUR PREMIUM VARIETAL GRAPES TO
4 PARDUCCI WINE CELLARS OF MENDOCINO COUNTY. AND, I MIGHT ADD AT
5 THIS TIME, THAT WE WERE ONE OF THE FEW GROWERS FROM LAKE COUNTY
6 SELLING TO PARDUCCI. WE DID HAVE A CONTRACT. WE DID GET THE
7 SAME PRICE AS EVERY GROWER THAT HAD A CONTRACT WITH PARDUCCI IN
8 MENDOCINO COUNTY AND SONOMA COUNTY.

9 FROM 1977 TO THE PRESENT, WE HAVE BEEN SELLING OUR
10 PREMIUM VARIETAL GRAPES TO FETZER VINEYARDS OF MENDOCINO COUNTY.
11 AGAIN, WE ARE GETTING NORTH COAST PRICES.

12 AT THIS TIME, I WOULD LIKE TO READ A LETTER THAT IS FROM
13 A MR. BERNARD FETZER OF FETZER VINEYARDS, AND I WOULD LIKE TO PUT
14 THIS INTO EVIDENCE, ALSO, GENTLEMEN AND LADIES;

15 "FOR THE PAST FOUR YEARS, WE HAVE CRUSHED
16 AND BOTTLED A GREAT QUANTITY OF LAKE COUNTY WINES.
17 IN NEARLY ALL CASES WE HAVE KEPT THIS WINE SEPARATE
18 AND USED THE LAKE COUNTY APPELLATION. THESE WINES
19 HAVE WON MANY AWARDS IN CALIFORNIA AND NATIONAL
20 COMPETITION. IN 1980, WE PRODUCED 55,000 CASES OF
21 LAKE COUNTY WINE, ALL TO BE BOTTLED UNDER THE LAKE
22 COUNTY APPELLATION.

23 "IN VIEW OF THESE FACTS, WE CERTAINLY FEEL
24 THAT LAKE COUNTY VINEYARDS SHOULD BE CLASSIFIED AS
25 PART OF THE NORTH COAST AND SHOULD QUALIFY FOR THE
26 NORTH COAST APPELLATION.

27 "SINCERELY, BARNEY FETZER."

28 FURTHER, I WOULD LIKE TO PRESENT INTO EVIDENCE, AND I

1 WILL READ, THE CAPTION OF A NEWS RELEASE FROM FETZER VINEYARDS IN
2 AUGUST OF 1978.

3 "IN 1900 COLONEL CHARLES MIFFLIN HAMMOND OWNED
4 A VINEYARD CALLED MA TEL VINEYARD ON CLEAR LAKE. HIS
5 WINES WON HIGH AWARDS AT THE PARIS EXPOSITION IN 1900.

6 "FETZER VINEYARDS OF REDWOOD VALLEY NOW TAKES
7 GREAT PRIDE IN ANNOUNCING THAT ONCE AGAIN LAKE COUNTY
8 WINES ARE WINNING TOP AWARDS. A 1977 JOHANNISBERG
9 RIESLING MADE 100 PER CENT FROM LAKE COUNTY GRAPES
10 WON A GOLD MEDAL IN THE 1978 LOS ANGELES COUNTY FAIR.

11 "FETZER VINEYARDS ALSO STATES THAT A 1977
12 GAMAY PRESSED 100 PER CENT FROM GRAPES GROWN ON THE
13 BARTOLUCCI AND JACKSON VINEYARDS BETWEEN LAKEPORT
14 AND KELSEYVILLE TOOK THE HIGHEST HONORS IN THE LOS
15 ANGELES COUNTY FAIR IN ITS CATEGORY.

16 "FETZER VINEYARDS ALSO REPORTS THAT A 1975
17 ZINFANDEL BEARING THE SPECIAL TITLE 'LAKE COUNTY-
18 KELSEYVILLE' HAS ENJOYED WIDE RENOWN DEMONSTRATED
19 BY THE FACT THAT THERE HAS NOW BEEN THREE SHIPMENTS
20 OF THIS WINE TO ENGLAND."

21 I WOULD ALSO LIKE TO PRESENT YOU WITH A COPY OF ROBERT
22 FINIGAN'S PRIVATE GUIDE TO WINES -- ROBERT FINIGAN, AS YOU MAY
23 KNOW OR MAY NOT KNOW, IS A NOTABLE WINE CONNOISSEUR -- IN WHICH
24 HE REFERS TO THIS PUBLICATION -- I SHOULD DATE IT JULY, 1978 --
25 WHERE HE REFERS TO A 1977 FETZER LAKE COUNTY GAMAY AND ALSO A
26 PRESTON VINEYARD SONOMA GAMAY AS, I QUOTE: "I HAVEN'T SEEN A
27 1977 BEAUJOLAIS WITH ANYTHING LIKE THE CHARM OF THESE TWO
28 CALIFORNIANS." UNQUOTE.

1 I WOULD LIKE FURTHER TO ADD AT THIS TIME THAT OVER THE
2 PAST THREE YEARS, FROM 1978 TO 1980, AT THE LOS ANGELES COUNTY
3 FAIR AND THE ORANGE COUNTY FAIR, FETZER VINEYARDS HAVE WON THE
4 FOLLOWING MEDALS WITH LAKE COUNTY WINES: A GOLD MEDAL FOR A 1977
5 LAKE COUNTY JOHANNISBERG RIESLING; A GOLD MEDAL FOR A 1978 LAKE
6 COUNTY CABERNET SAUVIGNON; A SILVER MEDAL FOR A 1978 MUSCAT
7 CANELLI; A SILVER MEDAL FOR A 1979 LAKE COUNTY JOHANNISBERG
8 RIESLING; A SILVER MEDAL FOR A 1977 LAKE COUNTY GAMAY; AND A
9 BRONZE MEDAL FOR A 1978 LAKE COUNTY ZINFANDEL. AND I MIGHT ADD
10 THAT, AMONGST THOSE SILVERS, THERE WERE NO GOLDS AWARDED. AND
11 THERE WERE A NUMBER OF LAKE COUNTY WINES THAT DID ALSO RECEIVE
12 HONORABLE MENTION. AND I WANT TO MAKE THE POINT THAT THIS WAS
13 AMONGST STIFF COMPETITION, INCLUDING SOME OF THE FINEST WINES
14 FROM NAPA, SONOMA, AND MENDOCINO COUNTY.

15 I THINK IT WOULD BE IMPORTANT AT THIS POINT TO MENTION
16 THAT FROM THE TIME WE PLANTED VINEYARDS IN THE LAKE COUNTY AREA,
17 WE ENDEAVORED TO JOIN THE NORTH COAST GRAPE GROWERS ASSOCIATION.
18 WE PREVIOUSLY WERE A MEMBER WHEN WE WERE IN NAPA VALLEY, AND WE
19 DISCUSSED THIS AT LENGTH WITH THE THEN PRESIDENT, WHO WAS A MR.
20 EDWARD BERNARD, WHO AT THAT TIME WAS IN FAVOR OF SUCH A MOVE. HE
21 SET UP A MEETING WITH THE BOARD OF DIRECTORS OF THE NORTH COAST
22 GRAPE GROWERS ASSOCIATION.

23 A COMMITTEE OF FOUR OF US REPRESENTING THE LAKE COUNTY
24 GRAPE GROWERS MET WITH HIM AND DISCUSSED THE SITUATION. AT THAT
25 TIME, THEIR ONLY CONCERN WAS THAT THEY WOULD HAVE TO CHANGE THEIR
26 ARTICLES OR BYLAWS, AND, IN SO DOING THIS, TO ADOPT A DIFFERENT
27 COUNTY LINE. THEY FELT THAT IT MAY OPEN A DOOR TO ALLOW OTHER
28 COUNTIES INTO THEIR NORTH COAST APPELLATION. AND FOR THIS REASON

1 -- AND I MAY NAME THE COUNTY. IT WAS MONTEREY -- THEY SAID,
2 "WELL, WE BETTER WAIT AND SEE WHAT HAPPENS." AT THAT TIME, WE
3 WERE DENIED.

4 ON OTHER OCCASIONS, MEMBERS OF OUR GROUP AND VARIOUS
5 VINTNERS, NAMELY, PARDUCCI WINE CELLARS OF MENDOCINO COUNTY, AND
6 FETZER VINEYARDS OF MENDOCINO COUNTY, ATTEMPTED TO HAVE THE NORTH
7 COAST GRAPE GROWERS ASSOCIATION CONSIDER AND ACCEPT LAKE COUNTY
8 INTO THE NORTH COAST, AGAIN TO NO AVAIL.

9 MOST RECENTLY, TWO OF US REPRESENTING THE LAKE COUNTY
10 GRAPE GROWERS GROUP MET WITH THE BOARD OF DIRECTORS OF THE NORTH
11 COAST GRAPE GROWERS ASSOCIATION. THE PURPOSE OF THIS MEETING WAS
12 TO ATTEMPT TO INCLUDE LAKE COUNTY AS PART OF THE NORTH COAST
13 VITICULTURAL AREA APPELLATION, AT WHICH TIME THIS OTHER GENTLEMAN
14 AND MYSELF DISCUSSED THE SITUATION, PRESENTED OUR CASE, THE
15 REASONS FOR IT. AND I WANT TO MENTION THAT THIS GROUP DID NOT
16 DENY, DID NOT DISPUTE THE FACT THAT, GEOGRAPHICALLY, THAT
17 CLIMATICALLY, PORTIONS OF LAKE COUNTY WERE AS MUCH OF THE NORTH
18 COAST AS THEY WERE. THEY REALIZED, FURTHER, THAT LAKE COUNTY
19 WINES HAD COMPETED, ARE COMPETING AND ARE WINNING MEDALS IN
20 COMPETITION WITH THEIR FINEST WINES. HOWEVER, AGAIN, WE WERE
21 DENIED.

22 THE REASON FOR THE DENIAL -- "WELL, GENTLEMEN, WE WOULD
23 HAVE TO CHANGE THE ARTICLES OR BYLAWS, AND OUR MEMBERSHIP WON'T
24 AGREE TO THAT." AGAIN, I WANT TO EMPHASIZE THE ONLY REASON FOR
25 DENIAL WAS A CHANGE OF ARTICLES OR BYLAWS.

26 IN CONCLUSION, I WOULD LIKE TO SAY THAT GEOGRAPHICALLY
27 PORTIONS OF LAKE COUNTY ARE FARTHER NORTH AND FARTHER WEST THAN
28 PORTIONS OF NAPA, SONOMA, OR MENDOCINO COUNTY. FURTHER, THE OTHER

1 THREE COUNTIES, NAMELY, NAPA, SONOMA, AND MENDOCINO, TOUCH LAKE
2 COUNTY.

3 CLIMATICALLY, LAKE COUNTY IS CLASSIFIED AS REGION II
4 AND III -- AND I WANT TO STRESS THAT -- II AND III, AS IS THE
5 HEART OF THE NORTH COAST.

6 LAKE COUNTY DEMONSTRATED ITS ABILITY IN THE EARLY 1900'S
7 TO WIN MEDALS AND AWARDS IN THE PARIS EXPOSITION. TODAY LAKE
8 COUNTY IS DEMONSTRATING ITS ABILITY, AGAIN, TO WIN MEDALS AMONGST
9 STIFF CALIFORNIA COMPETITION, INCLUDING WINES FROM NAPA, SONOMA,
10 AND MENDOCINO COUNTIES.

11 GENTLEMEN AND LADIES, TO DENY LAKE COUNTY THE PORTION
12 THAT WE HAVE HERE, THIS SMALL AGRICULTURAL AREA, AS PART OF THE
13 NORTH COAST, WOULD NOT BE ONLY UNJUST, IT WOULD BE ECONOMIC
14 DISASTER. THANK YOU.

15 THE CHAIRMAN: THANK YOU. THE LETTER YOU REFERRED TO
16 WILL BE EXHIBIT NO. 13. THE NEWS RELEASE YOU MENTIONED WILL BE
17 EXHIBIT 14, AND THE EXCERPT FROM THE ARTICLE WILL BE EXHIBIT 15.

18 I'M NOT SURE THAT I CAN EVEN ASK THE QUESTION RIGHT.
19 I KNOW SOMETHING IS NAGGING AT ME. YOU DEMONSTRATED VERY
20 EFFECTIVELY THAT THE LAKE COUNTY -- THAT WINE COMING FROM THE
21 LAKE COUNTY GRAPE IS VERY HIGH CLASS, HIGH QUALITY KIND OF
22 PRODUCT. I DO NOT THINK ANYBODY WAS EVER DISPUTING THAT EVEN
23 FROM THE VERY BEGINNING.

24 WHAT I AM TRYING TO GET TO IS MORE EVIDENCE THAT BRINGS
25 LAKE COUNTY INTO THIS THING, THIS MYTHICAL THING WE ARE CALLING
26 NORTH COAST.

27 MR. BARTOLUCCI: I THINK IT IS GENERALLY A DELINEATION
28 OF A NUMBER OF FACTORS, PRIMARILY GEOGRAPHICAL AND CLIMATICALLY.

1 GEOGRAPHICALLY AND CLIMATICALLY, WE HAVE THE SAME SIMILARITIES.

2 THE QUALITIES OF OUR SOIL -- I WOULD DEFY ANYBODY TO
3 FIND VAST DISTINCTIONS BETWEEN SOILS FROM LAKE COUNTY AND NAPA
4 COUNTY ANY MORE THAN THEY WOULD FROM ONE END OF NAPA COUNTY TO
5 THE OTHER.

6 CLIMATICALLY, THE UNIVERSITY STATES, WE ARE REGIONS II
7 AND III. GEOGRAPHICALLY, THERE ARE SIMILARITIES. AS WE
8 DELINEATE THEM HERE ON THIS PORTION OF THIS LINE, GOING EAST, THE
9 CLIMATIC AND GEOGRAPHICAL DISTINCTIONS ARE VAST COMPARED TO THIS
10 SECTION OVER HERE. YOU COULD DELINEATE THAT DOWN FURTHER INTO
11 THE TERMS OF SOILS, SOIL MOISTURE, CLIMATIC SEASONS, GROWING
12 SEASONS, REGIONS. IT IS A VAST UNDERTAKING.

13 BUT I AM SAYING, IN ESSENCE, FROM OUR EXPERIENCE, WE
14 DID STUDY THESE FACTORS. AND BEING BORN AND RAISED -- AND MY
15 FATHER ALSO BEING BORN AND RAISED AND MY GRANDFATHER COMING OVER
16 FROM THE OLD COUNTRY AND BUILDING A WINERY AND HAVING VINEYARDS
17 FOR OVER 80 SOME YEARS -- I CANNOT SEE, AND MY FATHER CANNOT
18 EITHER, THAT DISTINCTION. THERE IS NOT THAT DISTINCTION.

19 CERTAINLY, WE CAN DRAW LINES ANYWHERE WE WANT TO. AND
20 YOU CAN TAKE PORTIONS OF MENDOCINO, TAKE PORTIONS OF NAPA, AND
21 PORTIONS OF SONOMA THAT CERTAINLY ARE NOT VITICULTURALLY NORTH
22 COAST, USING THE CRITERIA, YOU KNOW, THAT WE HAVE BEEN PRESENTED
23 TODAY WITH.

24 MR. GRAHAM: I WOULD LIKE TO ASK YOU A QUESTION. YOU
25 SAID THAT THE PRICES FOR YOUR GRAPES WERE COMPARABLE TO MENDOCINO
26 COUNTY. YOU ARE GETTING THE SAME PRICE?

27 MR. BARTOLUCCI: WHEN I SOLD TO PARDUCCI WINE CELLARS,
28 WHO IS A VINTNER IN MENDOCINO COUNTY. MOST OF HIS GROWERS ARE

1 FROM MENDOCINO COUNTY. I BELIEVE THERE WAS ONE GROWER FROM
2 SONOMA COUNTY.

3 THERE WAS A CONTRACTUAL ARRANGEMENT, AND THAT CONTRACTUAL
4 ARRANGEMENT WAS THE SAME FOR ALL GROWERS.

5 MR. GRAHAM: IT SEEMS LIKE YOU BUILT A FINE REPUTATION,
6 FROM THE EVIDENCE YOU PRESENTED HERE, AS FAR AS THE LAKE COUNTY
7 APPELLATION IS CONCERNED. YOU HAVE WON A NUMBER OF AWARDS USING
8 THAT APPELLATION. WHY DO YOU WANT TO BE IN NORTH COAST?

9 MR. BARTOLUCCI: WELL, I GUESS IT IS THE SAME AS IF YOU
10 HAVE -- I DON'T KNOW WHAT THE DIFFERENCE IS BETWEEN A MERCEDES
11 BENZ AND A ROLLS ROYCE IS EXCEPT FOR THE PRICE, MAYBE.

12 MR. GRAHAM: THEN --

13 MR. BARTOLUCCI: WHAT I AM SAYING, IN ESSENCE, IS --
14 WHAT I AM SAYING IS IF YOU WALK INTO A JOB, LET US SAY, AND YOU
15 HAVE A BACHELOR'S DEGREE, YOU ARE GOING TO GET SO MANY DOLLARS.
16 AND IF YOU HAVE A MASTER'S DEGREE, YOU MIGHT GET A FEW MORE
17 DOLLARS.

18 ALL I'M SAYING IS THAT LAKE COUNTY HAS A REPUTATION.
19 IT HAD A GREAT REPUTATION AT ONE TIME. BECAUSE OF PROHIBITION,
20 IT LOST ITS REPUTATION ECONOMICALLY. AGAIN, WE ARE GETTING THAT
21 REPUTATION. WE ARE PROVING WE CAN PRODUCE AS FINE A QUALITY AS
22 THEY HAVE.

23 BY DENYING LAKE COUNTY THE OPPORTUNITY TO BE A PART OF
24 WHAT IT REALLY IS, THAT WOULD JUST LESSEN THE ABILITY FOR IT TO
25 DEMAND THE NUMBER OF DOLLARS THAT SOMEBODY ELSE CAN DEMAND FOR
26 THE SAME QUALITY.

27 MR. GRAHAM: YOU MEAN YOU WOULD CHANGE YOUR LABELS
28 FROM THE RECOGNITION THEY HAVE GOTTEN FROM LAKE COUNTY TO NORTH

1 COAST IF --

2 MR. BARTOLUCCI: NO. NO. WHEN YOU GO INTO MARKETING
3 WINES, DEPENDING UPON THE SIZE OF THE WINERY, YOU CAN SELECT
4 VARIOUS AVENUES FOR MARKETING. AND IN SO DOING, YOU SELECT A
5 LABEL. YOU CAN DO IT ON A REGIONAL BASIS AND INCLUDE THE STATE
6 OF CALIFORNIA. YOU COULD INCLUDE ARIZONA, IF YOU WANTED, OR YOU
7 COULD BREAK IT DOWN INTO THE NORTH COAST. YOU COULD BREAK IT
8 DOWN INTO ONE COUNTY. OR YOU COULD BREAK THAT DOWN INTO SMALLER
9 COUNTIES.

10 SO, IN AN EFFORT TO GET A PRICE FOR A GRAPE, YOU ARE
11 LIMITED. WE HAVE TWO SMALL WINERIES THAT ARE ACTUALLY PRODUCING
12 AT THIS TIME IN OUR COUNTY, WHICH IS CERTAINLY -- DON'T HAVE THE
13 CAPACITY FOR PURCHASING OUR GRAPES. SO WE, UNFORTUNATELY SELL
14 99 PER CENT OF OUR GRAPES OF OUR COUNTY-- ARE SOLD IN THE NORTH
15 COAST COUNTIES.

16 NOW, IF WE ARE NOT ALLOWED TO SELL THEM UNDER THE NORTH
17 COAST APPELLATION, THEN WHAT COUNTY, BECAUSE OF THE REQUIREMENTS
18 OF 75 PER CENT AND THEN VITICULTURAL 95 PER CENT AREAS -- IF WE
19 ONLY CAN SELL A CERTAIN PERCENTAGE OF THOSE GRAPES AND MIX THEM
20 WITH SOMETHING ELSE, EVEN THOUGH THEY HAVE THE SAME QUALITY--
21 NOW, WHAT WINERY IN SONOMA COUNTY OR IN NAPA VALLEY WANTS TO GO
22 AHEAD AND PROMOTE ANOTHER LABEL CALLED LAKE COUNTY? IF YOU WERE
23 IN NAPA VALLEY AND HAD A WINERY, WOULD YOU --

24 MR. GRAHAM: YOU GOT ONE TO DO IT IN MENDOCINO COUNTY.

25 MR. BARTOLUCCI: WHAT?

26 MR. GRAHAM: YOU GOT ONE TO DO IT IN MENDOCINO COUNTY.

27 MR. BARTOLUCCI: RIGHT. WE HAVE ONE, WHO IS VERY
28 SUCCESSFUL, I MIGHT MENTION, IN DOING THAT. BUT THAT DOESN'T

1 MEAN THAT SOMEBODY IN NAPA OR SONOMA WOULD DO THAT.

2 MR. GRAHAM: SO IT BREAKS DOWN TO A MARKETING ASPECT
3 THEN.

4 MR. BARTOLUCCI: IT BREAKS DOWN TO DOLLARS AND CENTS.
5 RIGHT.

6 THE CHAIRMAN: I HAVE ONE.
7 YOU HAD PROPERTY IN NAPA VALLEY AT ONE TIME; IS THAT
8 RIGHT?

9 MR. BARTOLUCCI: YES.

10 THE CHAIRMAN: AND YOU SOLD IT AND MOVED NORTH. WAS
11 THERE A REASON FOR SELLING THAT WAS RELATED TO GOING NORTH TO
12 FIND SOMETHING DIFFERENT?

13 MR. BARTOLUCCI: WELL, THE REASON FOR SELLING WAS THAT
14 I COULDN'T AFFORD TO BUY THE PERCENTAGE THAT -- IT WAS RATHER
15 LARGE. AND I WAS FAIRLY YOUNG, AND I COULDN'T AFFORD TO TAKE IT
16 OVER. THE GOING PRICE WAS --

17 THE CHAIRMAN: EXCUSE ME. WAS THERE SOMETHING THAT YOU
18 FOUND DIFFERENT IF YOU WOULD GO NORTH IF YOU DIDN'T LIKE WHERE
19 YOU WERE?

20 MR. BARTOLUCCI: EXCUSE ME.

21 THE CHAIRMAN: WAS THERE SOMETHING YOU COULD FIND
22 DIFFERENT BY GOING UP TO LAKE COUNTY THAT WAS NOT IN THE AREA
23 THAT YOU WERE IN THAT YOU WERE LOOKING FOR?

24 MR. BARTOLUCCI: DEFINITELY.

25 THE CHAIRMAN: WHAT WERE THE THINGS THAT WERE DIFFERENT?

26 MR. BARTOLUCCI: THE THINGS THAT WERE DIFFERENT? THE
27 AVAILABILITY OF LAND, NO. 1.

28 THE CHAIRMAN: THANK YOU VERY MUCH.

1 (BRIEF RECESS.)

2 THE CHAIRMAN: MR. JAMES TURNER.

3
4 JAMES TURNER,

5 TESTIFIED AS FOLLOWS:

6 GOOD AFTERNOON. MY NAME IS JAMES TURNER, TURNER
7 VINEYARDS. OUR FAMILY VINEYARDS PRESENTLY REPRESENT THE LARGEST
8 PLANTINGS IN LAKE COUNTY WITH OVER 600 ACRES IN VARIETAL GRAPES.
9 OUR FIRST PLANTING WAS IN 1965 IN THE BIG VALLEY AREA OF LAKE
10 COUNTY.

11 A LOT OF MY TALK HAS BEEN COVERED BY OTHER SPEAKERS,
12 SO I WILL MAKE IT A LITTLE SHORTER AND ELIMINATE SOME REDUNDANCY.
13 OUR VINEYARDS ARE LOCATED HERE IN THE BIG VALLEY AREA THREE AND
14 A HALF MILES FROM THE MENDOCINO COUNTY LINE, LESS THAN 13 MILES
15 FROM THE SONOMA COUNTY LINE. A LOT OF PEOPLE KEEP LOOKING AT
16 THIS MAP AND WONDERING WHY WE SHOULD BE INCLUDED, AND IT HAS KIND
17 OF GOT MY DANDER UP BECAUSE -- WHY SHOULD WE BE INCLUDED? WE
18 HAVE ALWAYS BEEN INCLUDED. WHY ARE WE BEING EXCLUDED? WHY TO
19 CUT THIS LINE HERE?

20 WHEN YOU LOOK AT THEIR MAP OVER THERE, IT LOOKS LIKE A
21 GIANT JIGSAW PUZZLE WITH A PIECE MISSING. AND THERE IS THE PIECE
22 RIGHT THERE. YOU ASK WHY WE DON'T INCLUDE THE MOUNTAIN AREAS?
23 OUR FAMILY, BY THE WAY, ALSO OWNS A WINERY. I WOULDN'T BUY
24 GRAPES BY LAKE BERRYESSA, AND I WOULDN'T BUY THEM UP HERE EITHER.

25 THIS IS WHERE THE VITICULTURAL AREA IS. AND THAT IS
26 ALL THERE IS TO IT. AND TO COME DOWN HERE, GO AROUND THE COUNTY
27 LINES LIKE THIS JUST BYPASSING EVERYTHING.

28 THIS YEAR WE CRUSHED GRAPES IN WINERIES LOCATED IN

1 WOODBRIDGE, CALIFORNIA, AND WE CRUSH GRAPES ALL OVER NORTHERN
2 CALIFORNIA. WE CRUSHED GRAPES IN MENDOCINO COUNTY AND LAKE
3 COUNTY, JOHANNISBERG RIESLING, IN PARTICULAR. AND THERE WAS NO
4 DIFFERENCE IN THE QUALITY.

5 IN FACT, WE ARE GOING TO COME OUT WITH A LAKE-
6 MENDOCINO, DOUBLE COUNTY LABEL ON ONE OF THEM. WE HAD CONSIDERED
7 NORTH COAST, BUT SINCE, AT THE MOMENT, WE CANNOT DO THAT, WE
8 WON'T.

9 OUR PRICING OF OUR WINE IS THE SAME AS THE NORTH
10 COAST. WE PRICE OUR WINE RIGHT WITH THE BEST OF THE WINERIES.
11 THE QUALITY IS THE SAME. WE HAVE TOP QUALITY WINES, AS HAS BEEN
12 TOLD EARLIER. I DO NOT NEED TO GO THROUGH A LONG LIST OF THINGS
13 HERE.

14 QUITE A FEW YEARS AGO, WE SIGNED A CONTRACT WITH A
15 MAJOR WINERY IN SONOMA VALLEY. AND WE RECEIVED PRICES BASED ON
16 SONOMA, MENDOCINO, AND LAKE PRICES. AND YOU CAN IMAGINE MY
17 SURPRISE WHEN A COUPLE OF YEARS LATER WE HEARD THAT LAKE COUNTY
18 WAS NOT NORTH COAST. IT MADE US REAL ANGRY.

19 WE HAD A CONTRACT BASED ON THIS, ONE THING OR ANOTHER.
20 THAT CONTRACT IS NOW UP. IT IS ONE OF THE REASONS WE PURCHASED
21 A WINERY. WE HAVE LARGE PLANTINGS. THERE IS NO PLACE FOR OUR
22 GRAPES TO GO.

23 RIGHT NOW, THERE IS ALSO A RED GLUT. THERE HAS BEEN
24 VERY LITTLE MENTION OF THAT TO THE MOMENT, BUT WE KNOW THAT THIS
25 IS SOMETHING THAT IS UP AND DOWN ANYWAY, SO IT HAS VERY LITTLE
26 DO DO WITH IT. IT JUST SEEMS TO ME THAT THE NORTH COAST GRAPE
27 GROWERS PUT A GREAT DEAL OF STOCK IN A LETTER RECEIVED IN 1974.
28 BUT AT NO TIME WAS ANYBODY CONTACTED FROM SOLANO OR LAKE.

1 THERE WAS APPARENTLY SOME KIND OF A MEETING WITH BATF.
2 WE DO NOT KNOW ABOUT THEM. WE DON'T KNOW WHEN THEY HAPPENED OR
3 WHERE THEY HAPPENED OR ANYTHING. THE FIRST TIME I EVER HEARD OF
4 IT WAS A THING IN THE NEWSPAPER.

5 SO WHEN YOU SAY WHY SHOULD WE BE INCLUDED, WE HAVE
6 ALWAYS BEEN INCLUDED UNTIL THAT TIME WHEN WE WERE EXCLUDED WHEN
7 NOBODY WAS CONTACTED.

8 RON BARTOLUCCI MENTIONED EARLIER OUR ATTEMPTS TO DEAL
9 WITH THE NORTH COAST GRAPE GROWERS. AND IT HAS ALWAYS BEEN,
10 "WE'VE GOT THE LETTER. DON'T BOTHER US." AND THEY HAVE HAD THE
11 LETTER. WE HAVE BEEN WITHOUT A NORTH COAST LABEL FOR SIX YEARS.
12 AND I CAN TELL YOU THAT IT MAKES US ANGRY BECAUSE WE HAVE GIVEN
13 YOU --

14 WHEN YOU SAY WHAT MAKES THIS THE AREA? WELL, THERE IS
15 THE CLIMATOLOGY DATA MR. LIDER GAVE YOU. THERE IS THE SOILS
16 DATA. THERE IS THE HISTORICAL DATA, WHICH WILL BE COMING UP
17 LATER. TWO PEOPLE. MR. BOB MYER AND THE OTHER HISTORIAN. AND
18 IT IS ALL THERE.

19 WHY ARE YOU GOING TO EXCLUDE US, IS THE QUESTION, NOT
20 WHY SHOULD WE BE INCLUDED. AND THAT ABOUT CONCLUDES MY REMARKS
21 AS MOST EVERYTHING ELSE I HAD TO SAY WAS TALKED OVER AT SOME
22 OTHER TIME.

23 ANY QUESTIONS?

24 THE CHAIRMAN: I THINK YOU HAVE THEM AFRAID TO ASK
25 QUESTIONS.

26 MRS. KIRK: I HAVE ONE QUESTION. WHEN YOU SAY GENERALLY
27 YOU HAVE ALWAYS BEEN INCLUDED IN THE NORTH COAST, COULD YOU
28 AMPLIFY THAT.

1 MR. TURNER: WELL, OKAY. FOR INSTANCE, WHERE ARE OUR
2 WINERIES? HERE ARE OUR WINERIES. WE HAVE NEVER DEVELOPED WINERIES
3 BECAUSE OUR GRAPES HAVE ALWAYS GONE TO THESE WINERIES.

4 OUR VITICULTURAL AREA. THIS IS OUR VITICULTURAL AREA.
5 IF 50 YEARS AGO, WE WERE NOT NORTH COAST, OUR WINERIES WOULD STILL
6 HAVE BEEN THERE.

7 WE HAVE A HISTORIAN THAT WILL TESTIFY THAT THERE WERE
8 A NUMBER OF WINERIES THAT WERE IN LAKE COUNTY, AND DURING THE
9 DEPRESSION AND DURING PROHIBITION, MOST OF THE WINERIES WENT OUT.

10 IT IS A VERY SECLUDED COUNTY. YOU GOT TO DRIVE THROUGH
11 MOUNTAINS IN ALMOST ANY DIRECTION TO GET THERE. YOU DON'T FIND
12 MOVIE STARS UP THERE GROWING GRAPES. THEY DON'T EVEN KNOW WE'RE
13 THERE. THEY'RE DOWN IN THE CENTRAL COAST.

14 YOU DON'T FIND CORPORATIONS UP THERE. IT'S TOO HARD TO
15 GROW GRAPES UP THERE AND TO FIGHT THE DIFFERENT THINGS THAT ARE
16 BEING FOUGHT IN THE NORTH COAST.

17 AND WHEN YOU SAY HISTORICAL DATA, IT IS JUST -- IT CAN
18 ALMOST BE PROVEN JUST BY WHERE THE WINERIES ARE. WELL, THE
19 GRAPES HAVE GONE INTO THIS AREA. ALL OF THE GRAPES. NONE OF THEM
20 HAVE GONE ELSEWHERE, UNTIL RECENTLY, WHEN THEY HAVE GONE TO OUR
21 OWN WINERIES.

22 MRS. KIRK: AT THE TIME OF THE OLD WINERIES, SO TO
23 SPEAK, THE ONES THAT WERE EXISTING PREVIOUSLY, DID THEY EVER USE
24 ON THEIR LABELS THE TERM NORTH COAST OR NORTH COAST COUNTIES?

25 MR. TURNER: I HAVE NO IDEA. NORTH COAST IS A TERM
26 THAT REALLY WAS NOT USED UNTIL RECENTLY, I BELIEVE.

27 HOWEVER, I AM NOT A HISTORIAN. I REALLY DON'T KNOW
28 ABOUT THAT.

1 I KNOW THAT MOST OF THE TIME OUR GRAPES IN THE PAST,
2 IF THEY WENT TO NAPA VALLEY, WERE TERMED NAPA VALLEY; OR IF THEY
3 WENT TO MENDOCINO, THEY WERE TERMED MENDOCINO; OR IF THEY WENT
4 TO SONOMA, THEY WERE TERMED SONOMA.

5 IN THE PAST, THERE WAS VERY LITTLE CONTROL ON WHAT
6 PEOPLE CALLED THEM. AND YOU CAN BET IT IS STILL HAPPENING.

7 MR. GRAHAM: I THINK WE FOUND THAT OUT.

8 MR. TURNER: THERE IS A HISTORIAN, I THINK, THAT IS AN
9 EXPERT ON ALL OF THE WINE DATA, WHO, I BELIEVE, CAN REALLY ANSWER
10 WHAT GRAPES WENT WHERE, WHAT WE WERE CALLED, ONE THING OR ANOTHER.

11 I JUST KNOW THAT THE GRAPES WERE THERE, AND THEY HAVE
12 GONE INTO THE NORTH COAST. THEY HAVE BEEN CALLED NORTH COAST.
13 THERE ARE LABELS FROM DIFFERENT WINERIES CALLED NORTH COAST.

14 PARDUCCI HAD A WINERY IN 1969, APPROVED BY THE BATF.
15 ON THE BACK OF THE LABEL IT SAYS THESE GRAPES WERE GROWN IN LAKE
16 COUNTY. AS OF 1974, THAT IS NO MORE.

17 THE NORTH COAST GRAPE GROWERS ARE RIGHT AS OF THAT.
18 SINCE 1974, WE HAVE NOT HAD THE USE OF THE TERM.

19 WHEN THAT LETTER CAME OUT, OUR REACTION WAS IMMEDIATE.
20 THE BATF HELD HEARINGS TO DETERMINE WHY THERE WAS SO MUCH
21 ANTAGONISM ABOUT THIS. CLEAR FROM THE WINE INSTITUTE UP AND DOWN
22 THE STATE, CONSUMERS SAID, "ARRIVE AT A REASON TO DETERMINE THESE
23 APPELLATIONS."

24 THE LAKE COUNTY GROUP SUBMITTED -- AND MY BROTHER
25 TESTIFIED AT A HEARING IN SAN FRANCISCO CONCERNING THESE, HOW
26 YOU ARRIVE AT A CRITERIA. AND WE HAVE BEEN WAITING FOR OUR CHANCE
27 SINCE 1974, AND WE ARE HERE NOW, AND WE WANT BACK INTO WHAT WE
28 DID NOT GET BECAUSE THERE WAS SO MUCH SECRECY.

1 AND THAT'S ABOUT IT.

2 MR. GEORGE: I HAVE A FAIRLY INVOLVED QUESTION ABOUT
3 THIS. MAYBE TO DEFEND THE AGENCY A LITTLE BIT. TRUE.

4 THAT LETTER WE SENT OUT IN '74, '75 MAY NOT BE THE MOST
5 POPULAR THING, BUT LET US PUT IT IN PERSPECTIVE. WE WERE TALKING
6 ABOUT COUNTY APPELLATION. AND THAT WAS PRECEDING THE APPELLATION-
7 OF-ORIGIN REGULATIONS, WHICH CAME OUT IN 1978.

8 AND THE AGENCY WAS IN A POSITION WHERE IT SEEMS LIKE
9 EVERY COUNTY IN CALIFORNIA WANTED TO BE IN THE NORTH COAST,
10 POSSIBLY THE NORTHERN HEMISPHERE. AND WE HAD TO DRAW THE LINE
11 SOMEWHERE. AND NOW WE ARE TALKING ABOUT SOMETHING SEPARATE AND
12 DISTANT, A VITICULTURAL AREA, AND NOT A COUNTY APPELLATION.

13 I THINK IT IS VERY CRUCIAL TO THE WHOLE TESTIMONY THAT
14 WE ARE FACED WITH A PETITION WHICH USES COUNTY BOUNDARIES, WHICH
15 HAS LARGE AREAS WHICH ARE NOT OR MAYBE NEVER WILL BE AMENABLE OR
16 TILLABLE TO GRAPE GROWING. AND WHERE CAN THE AGENCY DRAW THE
17 BOUNDARIES IF THIS IS NOT SUITABLE? I THINK THAT IS A VERY
18 CRUCIAL ISSUE, AND I WOULD LIKE TO HEAR YOUR SIDE.

19 MR. TURNER: I CAN TELL YOU WE WOULD NOT BUY GRAPES IN
20 NORTHERN MENDOCINO COUNTY OR FROM BODEGA BAY OR FROM LAKE
21 BERRYESSA, EASTERN LAKE COUNTY. SOME OF THESE MOUNTAIN AREAS
22 CAN GROW FINE GRAPES, BUT NOBODY CAN AFFORD TO GROW THEM.

23 AND IF YOU JUST WANT TO ASK WHERE WOULD THE WINERIES
24 BUY THE GRAPES? THESE ARE WHERE THE GOOD GRAPES ARE, THE TILLABLE
25 SOILS. THEY MIGHT BE ABLE TO GROW GOOD GRAPES OUT HERE, BUT YOU
26 WILL NEVER BUY THEM BECAUSE NOBODY CAN AFFORD TO PLANT THEM.

27 AND AS FAR AS DRAWING LINES, THERE IS NO REASON TO BE
28 UP THERE. THERE IS NO HISTORICAL DATA OR ANYTHING. AS FAR AS

1 DRAWING LINES, THIS LINE PROBABLY CAN BE DRAWN ACROSS HERE
2 SOMEWHERE.

3 MR. GEORGE: CAN YOU BE SPECIFIC ABOUT THAT LINE.

4 MR. TURNER: POTTER VALLEY HAS GRAPES. AND HERE IS A
5 LINE RIGHT HERE. POTTER VALLEY HAS GRAPES. THE LINE PROBABLY
6 SHOULD COME HERE. AND THERE ARE ASSORTED GRAPES UP HERE IN THE
7 RUSSIAN RIVER AREA, BOONVILLE AREA, AND ASSORTED GRAPES. BUT
8 THERE IS NOTHING IN HERE IN THE WAY OF GRAPES.

9 HOWEVER, HOW DO YOU DRAW A LINE LIKE THIS? TO ME, IF
10 YOU DRAW A LINE ABOVE POTTER VALLEY AND RUN IT OVER TO THE COAST
11 -- I DON'T KNOW. IT'S JUST ALL MOUNTAINOUS. THE ONLY REASON TO
12 BE OVER HERE IS THERE'S NO VALLEYS HERE. THERE ARE NO GRAPES
13 GROWN ON THESE COAST AREAS. THE PREPONDERANCE OF THE GRAPES ARE
14 GROWN RIGHT THROUGH HERE. AND MAYBE A LINE RIGHT HERE, RIGHT
15 WHERE IT SHOULD BE.

16 HOW DO YOU DRAW THAT LINE? I DON'T KNOW. I BELIEVE
17 A GEOGRAPHER WOULD TAKE A LOOK AT IT AND SAY, OKAY, YOU GO 36
18 DEGREES AND 27 MINUTES FROM SUCH AND SUCH AND DO SO AND SO. WE
19 IN LAKE COUNTY -- TO DETERMINE WHERE MENDOCINO THINKS THEIR AREA
20 IS, IT IS TO DRAW THAT LINE. I PERSONALLY BELIEVE IN DRAWING
21 THESE LINES YOU SHOULD TURN IT OVER TO A NEUTRAL PARTY SUCH AS
22 YOURSELVES, IF YOU WOULD ENDEAVOR; BUT, IF NOT, TO A GEOGRAPHER
23 OR A VITICULTURIST FROM THE UNIVERSITY TO GET SOME INPUT IN THIS
24 AREA.

25 THE IDEA OF HAVING A GRAPE GROWER ASSOCIATION WHO SAY
26 THEY PUT SOME MONEY INTO IT AND US SAYING WE WANT TO BE IN IT
27 AND EVERYBODY HAS AN INTEREST -- IT SEEMS TO ME YOU NEED A
28 NEUTRAL PARTY SUCH AS YOURSELVES. AND I REALLY THINK YOU CAN

1 COME TO SOMETHING FOR THE AREA. BUT IF YOU CANNOT, YOU HAVE TO
2 TURN IT TO A NEUTRAL PARTY.

3 I DON'T KNOW IF THAT IS THE REST OF LAKE COUNTY'S
4 OPINION.

5 THE CHAIRMAN: THANK YOU VERY MUCH.

6 MR. TURNER: THANK YOU.

7
8 DONALD A. GAYALDO,

9 TESTIFIED AS FOLLOWS:

10 MY NAME IS DONALD GAYALDO. I HAVE BEEN FARMING PEARS,
11 GRAPES, AND WALNUTS IN LAKE COUNTY FOR THE PAST 13 YEARS. I AM
12 A GRADUATE OF CAL POLY AT SAN LUIS OBISPO WITH A DOUBLE MAJOR IN
13 BUSINESS ADMINISTRATION AND BIOLOGICAL SCIENCE.

14 JUST A SHORT PREAMBLE BEFORE I GET INTO MY PRESENTATION.
15 JUST TO COMPLETE SOME COMMENTS OF THE PREVIOUS TWO SPEAKERS, I
16 FIND MYSELF COMPELLED TO SAY IT IS VERY DIFFICULT TO SAY WHY WE
17 ARE UP HERE SAYING WHY WE SHOULD BE A PART WHEN I CONCEIVE THAT
18 WE HAVE ALWAYS BEEN A PART.

19 AND THROUGH AN INFAMOUS LETTER OF '74, WHICH WE HAVE
20 MADE REFERENCE TO, WE WERE EXCLUDED.

21 AND SOMEHOW POLITICAL BOUNDARIES -- WE ARE TALKING
22 ABOUT POLITICAL BOUNDARIES, AND THAT IS JUST WHAT HAPPENED IN
23 '74 -- A POLITICAL MANEUVER THAT EXCLUDED LAKE COUNTY FROM THE
24 NORTH COAST, WHERE IT HISTORICALLY HAD BEEN, AND, OF COURSE, WE
25 FEEL STILL IS, IRREGARDLESS OF POLITCAL CONCEPTIONS.

26 WE ALSO TRIED TO POINT OUT WITH THIS GREEN LINE HERE
27 THAT FOLLOWS THROUGH THE BLUE RIDGE LINE THAT CUTS LAKE COUNTY,
28 MOVING NORTH TO SOUTH, AND FOLLOWED THE BLUE RIDGE LINE EAST OF

1 LAKE BERRYESSA AND MOVING SOUTHWARD TO SOLANO COUNTY, WHICH THEY
2 MADE REFERENCE. AND I THINK THAT IS A REAL CRITICAL DEMARCATION,
3 FOLLOWING THAT BLUE RIDGE LINE. THE RIDGE.

4 AND WE MAKE NOTE OF THAT AND ONLY OF THAT AS A
5 DEMARCATION BECAUSE WE FEEL IN LAKE COUNTY WE CAN ONLY COMMENT
6 TO A VITICULTURAL AREA THAT WE ARE CONCERNED WITH AND KNOW FIRST-
7 HAND. WE FEEL THAT IT WOULD BE UP TO MENDOCINO OR NAPA TO MAKE
8 THOSE SPECIFIC DEMARCATIONS THAT WOULD BE REALISTIC VITICULTURAL
9 BOUNDARIES, NOT POLITICAL BOUNDARIES.

10 AND WE CONCUR WITH YOUR OPINION THAT, YES, WE SHOULD
11 NOT FOLLOW POLITICAL BOUNDARIES, BUT BE REALISTIC ENOUGH TO
12 FOLLOW VITICULTURAL BOUNDARIES. AND I THINK THIS COULD BE VERY
13 EASILY WORKED OUT. WE FEEL WE HAVE A GOOD HANDLE ON IT IN LAKE
14 COUNTY FOR A GOOD DEMARCATION.

15 AND, USING THAT DEMARCATION, AS POINTED OUT BY MR.
16 LIDER, THERE IS A GREAT DIFFERENCE. WE GET QUITE A COASTAL
17 INFLUENCE COUPLED WITH THE FACT THAT WE HAVE CLEAR LAKE, A LARGE
18 BODY OF WATER, THAT INFLUENCES OUR CLIMATE. AND WE END UP IN, AS
19 I WILL POINT OUT LATER -- WE END UP IN REGION II'S AND III'S.

20 RIGHT OVER THAT RIDGE WOULD BE A REGION IV. QUITE A
21 DEMARCATION. AND THAT WOULD BE TRUE ALL ALONG THAT BLUE RIDGE.

22 WE ALSO MENTIONED, BEFORE GOING ON, WHEN QUESTIONING
23 MR. BARTOLUCCI -- HE POINTED OUT VERY CLEARLY THAT LAKE COUNTY
24 HAS QUALITY WINES.

25 YOU ASKED HIM WHY DO YOU NEED A NORTH COAST? WELL,
26 FIRST OF ALL, I GO BACK TO THE FACT THAT WE HAVE ALWAYS CONSIDERED
27 OURSELVES NORTH COAST.

28 SECONDLY, THERE ARE MANY GROWERS THAT CAME AFTER THE

1 EARLIER PIONEERS -- MYRON HOLDENRIED AND ROD BARTOLUCCI -- SO
2 THAT ACREAGES CAME INTO DEVELOPMENT AND PRODUCTION AFTER YOUR
3 LETTER THAT SAID WE WERE NO LONGER NORTH COAST.

4 CONSEQUENTLY, THAT FALSE UMBRELLA HAS EXCLUDED US FROM
5 THAT FRATERNITY, EVEN THOUGH THE RECORD WOULD SHOW THAT WE HAVE
6 EQUAL, IF NOT BETTER, QUALITY WINES.

7 BUT IT WAS YOUR DECISION, NOT AN ENOLOGIST OR
8 VITICULTURIST, BUT THE BUREAU'S DECISION -- PARDON ME -- THAT
9 MADE THAT DISTINCTION.

10 WITH THAT, I WILL GO ON. IS IT EASIER JUST TO TALK
11 WITHOUT THE MIKE? WITH THAT, I WILL GO ON.

12 LAKE COUNTY PRESENTLY CONTAINS ONLY TWO SMALL WINERIES,
13 WHICH DO NOT HAVE ENOUGH CAPACITY TO CRUSH, FERMENT, AND STORE
14 THE ENTIRE LAKE COUNTY PRODUCTION. THE MAJORITY OF GRAPES GROWN
15 IN LAKE COUNTY ARE, THEREFORE, SHIPPED TO WINERIES LOCATED IN
16 OTHER NORTH COAST COUNTIES.

17 IN MOST CASES, THESE GRAPES ARE PAID FOR ON AN OPEN
18 PRICE BASIS, NAMELY, THAT THE PRICE IS THE AVERAGE NORTH COAST
19 PRICE AS REPORTED BY THE FEDERAL-STATE MARKET NEWS SERVICE.
20 HOWEVER, THERE ARE INSTANCES OF GROWERS HAVING CONTRACTS WHICH
21 RESULT IN RETURNS IN EXCESS OF SUCH REPORTED AVERAGE PRICE.
22 GRAPES ARE DELIVERED AND ACCEPTED UNDER THE SAME QUALITY STANDARDS
23 USED FOR GRAPES GROWN IN OTHER PARTS OF THE NORTH COAST COUNTIES.

24 A PERMANENT NORTH COAST APPELLATION ALONG POLITICAL
25 BOUNDARIES THAT EXCLUDE THE GRAPE-GROWING REGION OF LAKE COUNTY
26 WILL HAVE A VERY NEGATIVE IMPACT ON THE ABILITY OF LAKE COUNTY
27 GRAPE GROWERS TO MARKET THEIR PRODUCT. WINERIES WHICH BUY LAKE
28 COUNTY GRAPES WILL BE UNABLE TO PUT NORTH COAST ON THE LABEL.

1 AND AN ARTIFICIAL DISTINCTION BASED ON POLITICAL BOUNDARIES,
2 RATHER THAN VITICULTURAL FEATURES, WILL LIKELY RESULT IN LOWER
3 PRICES FOR LAKE COUNTY GRAPES.

4 AS A FURTHER CONSEQUENCE, THE MARKET VALUE OF LAKE
5 COUNTY VINEYARDS WOULD SUFFER A DECLINE. ONE MORE EXTENSION OF
6 THIS INEQUITY WOULD BE THAT AGRICULTURAL LENDERS WOULD HAVE TO
7 REDUCE THE AMOUNT OF FINANCIAL AVAILABILITY TO GROWERS FOR THE
8 OPERATING NEEDS BECAUSE OF RESTRICTIVE REPAYMENT CAPACITY.

9 IN COMPARING LAKE COUNTY GRAPE-GROWING REGIONS TO OTHER
10 NORTH COAST COUNTIES, I WISH TO CALL YOUR ATTENTION TO AN
11 IMPORTANT STUDY OF A.J. WINKLER OF THE UNIVERSITY OF CALIFORNIA.
12 IN THE STUDY, THE UNIVERSITY SUMMARIZED ALL THE AREAS WHERE GRAPES
13 ARE PRODUCED SUCCESSFULLY FOR WINE MAKING. THEN THE PRINCIPAL
14 CLIMATIC FACTORS OF THE AREAS WERE CORRELATED WITH THE ANALYTICAL
15 DATA AND QUALITY SOURCES OF MATURE WINES FOR THE AREA.

16 THE ONLY FACTOR OF CLIMATE THAT PROVED TO BE OF
17 PREDOMINANT IMPORTANCE WAS TEMPERATURE. UPON EXAMINING HEAT
18 SUMMATION TABLES DEVELOPED BY PROFESSOR WINKLER AND HIS COLLEAGUES,
19 THE LAKE COUNTY AREA CLOSELY CORRELATES TO THOSE OF OTHER NORTH
20 COAST REGIONS. AND AT THIS POINT, I WILL PASS OUT THIS REPORT.

21 THE CHAIRMAN: THIS WILL BE EXHIBIT NO. 16.

22 MR. GAYALDO: ON PAGE 3, YOU WILL FIND A FOLLOWING
23 SAMPLE OF A SELECTION FROM THAT TABLE. YOU WILL NOTICE TABLE I.

24 YOU WILL FIND THREE COLUMNS: THE STATIONS AND COUNTIES,
25 THE FIRST COLUMN; HEAT SUMMATION IS THE SECOND COLUMN; CLIMATE
26 REGION LOCATION IN THE THIRD COLUMN.

27 I AM GOING TO RUN THROUGH THOSE. FIRST, THE CITY OF
28 NAPA IN THE COUNTY OF NAPA WITH A TOTAL HEAT SUMMATION OF 2,880,

1 REGION II; KELSEYVILLE, LAKE COUNTY, 2,930, REGION II; SANTA
2 ROSA, SONOMA, VERY CLOSE WITH 2,950, REGION II; SONOMA IN SONOMA,
3 TOTAL HEAT SUMMATION 2,950, VERY CLOSE, AGAIN, REGION II; UPPER
4 LAKE, LAKE COUNTY, TOTAL HEAT SUMMATION 3,100, REGION III; UKIAH,
5 MENDOCINO COUNTY, EXACTLY THE SAME, 3,100, REGION III; HOPLAND,
6 MENDOCINO COUNTY, NEARLY THE SAME WITH 3,150, REGION III;
7 HEALDSBURG, SONOMA, 3,190, REGION III; CLEAR LAKE PARK IN LAKE
8 COUNTY, 3,260, REGION III; CALISTOGA, NAPA, 3,150, REGION III.

9 THE SOURCE OF THE DATA WAS GENERAL VITICULTURE BY
10 A.J. WINKLER, JAMES A. COOK, W.M. KLIEWER, AND LLOYD A. LIDER,
11 UNIVERSITY OF CALIFORNIA PRESS, REVISED AND ENLARGED EDITION,
12 COPYRIGHT 1974.

13 BEFORE GOING ANY FURTHER, I AM GOING TO MAKE REFERENCE
14 TO THE MAP ONCE MORE. IT WAS POINTED OUT BY MR. HOLDENRIED AND
15 TWO OTHER SPEAKERS THAT POINTED OUT THE FACT THAT WE HAVE VINE-
16 YARDS IN THIS AREA WITHIN FIVE MILES OF THE MENDOCINO LINE. AND
17 WHEN WE SAY FIVE TO SIX MILES, WE ARE MOVING INTO THE HEART OF
18 THE VITICULTURAL AREA IN LAKE COUNTY. THE HEART. NOT A FRINGE
19 AREA.

20 WE MOVE FROM REGION III AND II IN MENDOCINO COUNTY
21 INTO III AND III, WITH ALMOST IDENTICAL, IN THE CASE OF
22 MENDOCINO AND HOPLAND -- IDENTICAL TO LAKE COUNTY. NAPA NOT FAR
23 OFF. SONOMA, SANTA ROSA AND SONOMA, AND SONOMA IN SONOMA, QUITE
24 SIMILAR.

25 WE HAVE THAT SAME COASTAL INFLUENCE MOVING ACROSS
26 ENHANCED BY THIS LARGE BODY OF WATER, STOPPING WITH A DEMARCATION
27 ON THE BLUE RIDGE. AND WHEN YOU LOOK AT THIS MAP, YOU CAN
28 ACTUALLY SEE, AS MR. TURNER POINTED OUT, THE GRAPE-GROWING AREAS.

1 AND THEY FOLLOW THESE VALLEYS. WE ARE QUITE NESTLED NEAR CLEAR
2 LAKE IN THE MENDOCINO AREA, AND YOU CAN VERY EASILY DETECT THE
3 PRIME GRAPE-GROWING AREAS. IT IS NOT A MYSTERY.

4 IT IS ONLY A MYSTERY WHEN YOU PUT POLITICAL BOUNDARIES.
5 BUT THAT, OF COURSE, ONLY MEANS WHAT IT MEANS -- POLITICAL.
6 NOTHING TO DO WITH QUALITY OR VITICULTURAL BOUNDARIES.

7 I WOULD LIKE TO CONCLUDE BY SAYING IN SUMMARY THAT ALL
8 VITICULTURAL DATA CONFIRMS THAT LAKE COUNTY IS A PART OF THE
9 NORTH COAST. WE HAVE ALWAYS CONSIDERED OURSELVES PART OF THE
10 NORTH COAST.

11 ANY NORTH COAST APPELLATION WHICH EXCLUDES LAKE COUNTY
12 GRAPE-GROWING REGION WOULD CAUSE UNFAIR ECONOMIC HARDSHIP ON
13 LAKE COUNTY GRAPE GROWERS, NOT TO MENTION QUITE ILLOGICAL.

14 THANK YOU. ANY QUESTIONS?

15 THE CHAIRMAN: THANK YOU VERY MUCH.

16 MR. CHARLES L. SULLIVAN.
17

18 CHARLES L. SULLIVAN,

19 ON BEHALF OF LAKE COUNTY GRAPE GROWERS, TESTIFIED AS FOLLOWS:

20 I AM THE HISTORIAN. MY NAME IS CHARLES L. SULLIVAN.
21 I AM A HISTORIAN, A PRODUCT OF THE HISTORY DEPARTMENT OF THE
22 UNIVERSITY OF CALIFORNIA AT BERKELEY. MY ACADEMIC SPECIALTIES
23 ARE THE 19TH CENTURY POLITICAL AND ECONOMIC HISTORY; AND, FOR
24 SOME YEARS, MY SCHOLARLY SPECIALTIES WERE TOTALLY REMOVED FROM
25 THAT, IN EASTERN EUROPE.

26 IN 1967, I BECAME A WINE FANATIC AND DISCOVERED THAT
27 THERE WAS VERY LITTLE WINE HISTORY BEING WRITTEN. AND I BEGAN
28 GATHERING DATA BY READING AND INDEXING VIRTUALLY ALL THE WINE-

1 RELATED MATERIAL IN PERIODICALS AND NEWSPAPERS IN ENGLISH AND
2 OTHER LANGUAGES.

3 IN 1976, SOMEBODY ASKED ME WHY I DIDN'T WRITE SOMETHING,
4 SO I DID, AND I PRESENTED A PAPER ON THE HISTORICAL ORIGINS OF
5 ZINFANDEL IN CALIFORNIA, FOR THE AMERICAN ENOLOGIST SOCIETY,
6 WHICH WAS LATER PUBLISHED IN WINES & VINES, A CALIFORNIA QUARTERLY.

7 AND SINCE THEN, I HAVE BEEN PRODUCING, YOU MIGHT SAY,
8 SCHOLARLY AND SEMI-SCHOLARLY AND POPULAR ARTICLES IN VARIOUS
9 PUBLICATIONS. I ALSO KNOW A LOT ABOUT WINES, AND I HAVE HAD A
10 WINE BULLETIN NEWSLETTER FOR THE LAST 16 YEARS IN THE BAY AREA.

11 AS AN INTRODUCTION, I SEE TWO IMPORTANT WINE-GROWING
12 PERIODS IN LAKE COUNTY; FIRST, THE PERIOD FROM ABOUT 1880 TO A
13 PERIOD AROUND WORLD WAR I; AND THEN FROM A PERIOD AROUND THE LATE
14 1960'S TO THE PRESENT.

15 AS FAR AS I CAN SEE, THERE IS VERY LITTLE, VIRTUALLY NO
16 EVIDENCE TO SUGGEST THAT LAKE COUNTY'S WINE-GROWING AREAS WERE
17 ANYTHING BUT A PART OF THE WINE-GROWING AREAS OF THE NEIGHBORING
18 COUNTIES TO THE SOUTH AND WEST SO FAR AS WINE PEOPLE CONSIDERED
19 THE MATTER. THIS WAS TRUE IN 1880'S, THE 1890'S, 1900; AND UNTIL
20 VERY RECENTLY, IT WAS ALSO CONSIDERED TO BE THE CASE.

21 NOW, THERE HAS BEEN A LOT OF TALK ABOUT THE USE OF THE
22 TERM NORTH COAST. NORTH IS A VERY COMMON TERM. COAST IS A VERY
23 COMMON TERM. SOMETIMES THEY COME INTO CONJUNCTION IN PUBLISHED
24 MATERIALS. AND WE SAW SOME OF THOSE CONJUNCTIONS EARLIER IN THE
25 DAY.

26 THE TERM NORTH COAST AS IT WAS USED TO DESCRIBE A
27 VITICULTURAL AREA WAS VIRTUALLY UNKNOWN AND NOT USED PRIOR TO
28 PROHIBITION.

1 NOW, TO SPEAK IN GEOGRAPHICAL TERMS, THE STATE OF
2 CALIFORNIA IS DIVIDED UP INTO GEOMORPHIC REGIONS. ONE OF THOSE
3 GEOMORPHIC REGIONS, WHICH DOES NOT, BY THE WAY, EXTEND ALL THE WAY
4 TO THE OREGON BORDER, IS WHAT IS CALLED THE COASTAL RANGES. THESE
5 COASTAL RANGES BEGIN AT THE END OF THE TRANSVERSE RANGES NORTH
6 OF THE GAVIOTTA PASS AND SORT OF RUN OUT INTO THE SEA. IF WE
7 HAD A -- WELL, WE DO HAVE A MAP OF CALIFORNIA. ANYWAY, THEY JUST
8 DO.

9 AND THIS CONTINUES ON UP UNTIL WE GET INTO WHAT IS
10 CALLED THE GEOMORPHIC REGION CALLED THE KLAMATH MOUNTAINS, WHICH
11 IS NORTH OF THE EEL RIVER, OR SOMETHING LIKE THAT.

12 THESE ARE THE COASTAL RANGES; AND, HISTORICALLY, IT HAS
13 BEEN USUAL TO REFER TO THESE AS NORTHERN AND CENTRAL AND SOUTH
14 COAST SOMETIMES, BUT THAT IS VERY IMPRECISE. BUT AS FAR AS USING
15 THE TERM NORTH COAST AS A TERM APPLIED TO VITICULTURAL REGIONS
16 BEFORE PROHIBITION, I CANNOT SEE IT. AND I THINK YOU WOULD HAVE
17 A VERY DIFFICULT TIME SHOWING IT.

18 IT HAS ONLY BEEN SINCE REPEAL, REALLY, THAT THIS TERM
19 HAS GAINED USE. AND LAKE COUNTY SINCE THEN HAS BEEN CONSIDERED
20 BY VIRTUALLY ALL AUTHORITIES, AND THERE ARE MANY, AS PART OF
21 WHATEVER NORTH COAST MEANT, AND IT HAS MEANT MANY DIFFERENT
22 THINGS TO DIFFERENT PEOPLE.

23 I, PERSONALLY, DO NOT THINK THAT IT IS REASONABLE TO
24 RESOLVE THE QUESTION OF APPELLATION, APPROPRIATE APPELLATION BY
25 ADDING UP THE NUMBER OF TIMES THAT A PARTICULAR TERM HAS BEEN
26 USED BY WINE PEOPLE OR AUTHORITIES IN THE PAST. BUT IF IT WERE,
27 THERE IS NO QUESTION THAT LAKE COUNTY WOULD BE CONSIDERED TO BE
28 PART OF WHATEVER THE NORTH COAST WINE REGION IS.

1 IT IS MORE LOGICAL TO LOOK AT THE WINE-GROWING HISTORY
2 IN TERMS OF LAKE COUNTY'S RELATIONSHIPS TO THE NEIGHBORING WINE-
3 GROWING COUNTIES AND TO SEE HOW THIS RELATIONSHIP HAS BEEN
4 PERCEIVED BY NORTH BAY AND CALIFORNIA WINE AUTHORITIES AND,
5 PERHAPS, CONSUMERS.

6 SO LET ME TELL YOU SOME HISTORY. FIRST OF ALL, IF YOU
7 WERE STANDING ON THE SHORES OF CLEAR LAKE, LET US SAY IN 1860,
8 YOU KNOW WHERE YOU WOULD BE STANDING? YOU WOULD BE STANDING IN
9 NAPA COUNTY BECAUSE LAKE COUNTY IS NOTHING MORE THAN WHAT NAPA
10 COUNTY -- THE NORTHERN HALF OF NAPA COUNTY USED TO BE. THIS WAS
11 ALL ONE COUNTY POLITICALLY SPEAKING. AND LATER IT WAS DIVIDED.

12 THE LINE THAT DIVIDES LAKE COUNTY AND NAPA COUNTY IS
13 PURELY ARBITRARY. IT DOES NOT FOLLOW ANY -- WELL, IT DOES FOLLOW
14 A FEW CREEKS, BUT THIS STRAIGHT LINE HERE, THIS VERY IMPORTANT
15 LINE HERE, IS JUST -- THEY JUST TOOK A POINT AND A POINT AND DREW
16 A LINE BETWEEN THEM. AND THAT IS PRETTY RARE IN THIS AREA, AS YOU
17 CAN SEE FROM THE WIGGLY CHARACTER OF THE COUNTY LINES.

18 IN THE EARLY YEARS, ONE OF THE FIRST COUNTY HISTORIES
19 WRITTEN, BY A FELLOW BY THE NAME OF MENEFFEE, LUMPED LAKE, SONOMA,
20 NAPA, AND MENDOCINO. THIS WAS THE TITLE OF HIS HISTORY. AND HE
21 PUT LAKE COUNTY RIGHT INTO IT, OBVIOUSLY.

22 NOW, MR. HEINTZ TALKED ABOUT THE STATE BOARD OF
23 VITICULTURAL COMMISSIONERS THAT WAS SET UP. AND, AS HE SAID, THE
24 STATE WAS DIVIDED UP INTO VITICULTURAL DISTRICTS AFTER 1880.
25 EACH ONE OF THESE DISTRICTS HAD A COMMISSIONER.

26 THE DISTRICT FOR THIS AREA HERE -- SONOMA, MENDOCINO,
27 AND LAKE, AND ON UP -- WAS CALLED THE SONOMA DISTRICT. AND THE
28 COMMISSIONER FOR THIS DISTRICT WAS ISAAC DE TURK.

1 MR. DE TURK WAS A NOTED SONOMA COUNTY WINE GROWER. HE
2 WAS THE MOST IMPORTANT LEADER OF THE WINE INDUSTRY AS FAR AS
3 POWER, PRESTIGE, THINGS LIKE THAT GO, IN THE COUNTY. HE WAS THE
4 COMMISSIONER.

5 WHEN HE MADE HIS FIRST REPORT IN 1880, HE MADE SOME VERY
6 NICE -- HE SAID SOME VERY NICE THINGS ABOUT LAKE COUNTY. HE SAID
7 HE PREDICTED THERE WOULD BE GOOD THINGS HAPPENING THERE. THERE
8 WAS NOT MUCH YET; BUT, THEN, KEEP IN MIND THAT THE WHOLE AREA OF
9 NORTHERN SONOMA COUNTY HAD NOT OPENED TO VITICULTURE YET.
10 ITALIAN SWISS COLONY DID NOT BEGIN THEIR OPERATIONS UNTIL 1881.
11 THIS WAS A GRADUAL EVOLUTIONARY ROLE OF THE WINE INDUSTRY FROM
12 THE SOUTH TO THE NORTH.

13 A FEW YEARS LATER, COMMISSIONER DE TURK GAVE US A REPORT
14 WHICH WAS PUBLISHED IN THE PACIFIC WINE AND SPIRIT REVIEW IN 1884,
15 IN WHICH HE SORT OF GAVE CARTE BLANCHE TO ONE OF THE LEADERS OF
16 THE LAKE COUNTY, THIS YOUNG DISTRICT. AND HE MADE QUITE A THING
17 ABOUT WHAT WAS HAPPENING UP THERE AND WHAT A GOOD JOB THEY WERE
18 DOING. AND BY 1887, HE SAID -- OH. IN HIS 1887 REPORT, HE
19 MENTIONED SOMETHING ABOUT THE FACT THAT THESE ARE SUCH PROMISING
20 YOUNG VINEYARDS AND THAT LAKE COUNTY WILL SOON BE ONE OF THE
21 FIRST-CLASS WINE COUNTIES. THESE ARE ALL IN THE REPORTS OF THE
22 STATE BOARD OF VITICULTURAL COMMISSIONERS.

23 NOW, AS AN ASIDE, AT THE BOTTOM OF THIS 1887 REPORT --
24 IF WE ARE TALKING ABOUT HISTORY AND TRACK RECORDS -- THIS IS WHAT
25 HE HAS TO SAY ABOUT MENDOCINO COUNTY. HE LUMPED IT WITH SISKIYOU
26 AND HUMBOLDT AS PLACES WHERE BUT LITTLE ATTENTION IS GIVEN TO
27 VINE CULTURE. THIS IS IN 1887.

28 I WAS SUSPICIOUS OF THIS, AND I HAD AN IDEA THAT PERHAPS

1 DE TURK HAD SOME FINANCIAL CONNECTIONS IN LAKE COUNTY. BUT HE
2 DIDN'T. HE DIDN'T HAVE ANY HOLDINGS AT ALL. HE JUST WAS EXCITED
3 ABOUT IT.

4 NOW, HISTORICALLY, SOME QUESTIONS HAVE BEEN RAISED
5 ABOUT THE RELATIONSHIP OF THIS WINE DISTRICT THAT WAS IN THE
6 MIDDLETOWN AREA, THE SOUTHERN PART OF THE LAKE, ALONG THE LAKE
7 HERE, AND ABOVE THE LAKE. WHAT IS ITS RELATIONSHIP WITH THESE
8 SURROUNDING COUNTIES?

9 IT WAS LITERALLY AN EXTENSION OF NAPA COUNTY. THERE
10 ARE NO RAILROADS IN LAKE COUNTY. I DO NOT THINK THERE HAS EVER
11 BEEN A RAILROAD IN LAKE COUNTY. THE RAILHEADS AT CALISTOGA AND
12 UP HERE AT CLOVERDALE WERE THE NATURAL OUTLET FOR THE VITICULTURAL
13 AND WINE-GROWING PRODUCTS OF THE AREA. THIS IS A VERY IMPORTANT
14 HISTORICAL FACT THAT MUST BE TAKEN INTO ACCOUNT.

15 BUT, NEVERTHELESS, THERE IS A FLOW HERE, THE GRAPES
16 CONTINUALLY COMING DOWN. AND IN THE NINETIES WHEN YOU HAVE GOT
17 ALL THESE NICE LITTLE WINERIES UP HERE, THE WAGONS COMING OVER
18 THE HILLS WITH THE BIG BARRELS OF THE WINE DOWN TO CALISTOGA,
19 WHERE THEY WERE LOADED ONTO THE RAILROAD, AND FROM THERE DOWN TO
20 THE WINE MERCHANTS IN SAN FRANCISCO, BUT GRAPES, TOO. FOR THIS I
21 HAVE NOT DONE A WHOLE LOT OF ORIGINAL RESEARCH, BUT ERNEST
22 PENNINOU, WHO HAS -- AND I AM GOING TO GIVE YOU A PACKET OF A
23 WHOLE BUNCH OF THINGS. JUST CALL IT ONE THING. IT HAS A PAPER
24 CLIP ON IT.

25 AND ONE OF THEM IS ERNEST PENNINOU'S LITTLE SKETCH OF
26 EARLY WINE GROWING IN LAKE COUNTY. PENNINOU IS ONE OF THE VERY
27 GREAT SCHOLARS IN WINE HISTORY. AND IF YOU NEED ANY, YOU MIGHT
28 SAY, VERIFICATION, HIS BOOK ON WINE GROWING IN 1860 WHERE HE USES

1 THE CENSUS IS A MASTERPIECE. IT IS IN ANY COLLECTION ON WINE
2 GROWING.

3 THE STATE AGRICULTURAL SOCIETY ALSO DIVIDED THE STATE
4 UP INTO DISTRICTS AND PLACED, LOGICALLY, LAKE AND MENDOCINO INTO
5 THE SAME DISTRICT. IT WAS THE TWELFTH DISTRICT. AND THEY HAD
6 DISTRICT FAIRS AND THE WINES AT THE FAIRS COMPETED AGAINST ONE
7 ANOTHER.

8 THESE ARE SOME TRACK RECORDS. IN 1888, LAKE COUNTY
9 WINE GROWERS WON ALL THE AWARDS AT THE DISTRICT FAIR. THE FAIR
10 WAS HELD IN UKIAH. IN 1892, DITTO. ALL THE AWARDS. L.P. BERGER'S
11 LAKEPORT ZINFANDEL, JUSTICE S. HASTINGS' CARSONIA RIESLING,
12 J.C. MOTTIER'S MIDDLETOWN CLARET. ALL OF THESE, BY THE WAY, CAN
13 BE FOUND IN THE REPORTS OF THE STATE AGRICULTURAL SOCIETY FROM
14 THE SUBSEQUENT YEARS, AND THESE ARE PUBLISHED -- THE BEST WAY TO
15 FIND THEM ARE IN THE JOURNALS OF THE SENATE AND ASSEMBLY.

16 MR. BARTOLUCCI'S CONNECTION REMINDS ME OF WHAT HAPPENED
17 TO JUSTICE HASTINGS. HASTINGS, BY THE WAY, IS THE MAN WHO OUR
18 LAW SCHOOL, ONE OF THE U.C. LAW SCHOOLS IS NAMED FOR. HE WAS THE
19 CHIEF JUSTICE OF THE SUPREME COURT. HE IS THE MAN WHO OWNED THE
20 LAND THAT WAS INGLENOOK.

21 AND HE SOLD THAT AND MOVED, JUST AS MR. BARTOLUCCI, WHO
22 MOVED FROM HERE IN NAPA UP INTO LAKE COUNTY BECAUSE -- AT LEAST
23 FROM HIS SUCCESS -- BECAUSE HE THOUGHT IT WAS A GOOD THING TO DO,
24 ONE WAY OR THE OTHER.

25 TO MOVE ON, I WANT TO GIVE YOU SOME INFORMATION ABOUT
26 THIS TRACK RECORD THAT EVERYBODY WANTS TO HEAR ABOUT. IN 1884,
27 THE STATE VITICULTURAL CONVENTION WAS HELD IN SAN FRANCISCO.
28 AND AT THIS TIME A VERY, VERY IMPORTANT HISTORICAL DOCUMENT IS

1 CREATED IN WHICH A COMMITTEE OF EXPERTS EVALUATES A WHOLE BUNCH
2 OF WINES FROM ALL OVER THE STATE. AND, NATURALLY, THEY EVALUATED
3 THESE YOUNG WINES THAT WERE JUST COMING OUT FROM THE NEW VINEYARDS
4 OF LAKE COUNTY.

5 THE PEOPLE ON THIS COMMITTEE WERE PROFESSOR HILGARD,
6 THE FOUNDER, THE FATHER OF SCIENTIFIC WINEMAKING IN CALIFORNIA;
7 A FELLOW BY THE NAME OF DRUMMOND, WHO WAS A VERY IMPORTANT
8 VITICULTURIST; AND A FELLOW BY THE NAME OF POHNDORFF, WHO WAS A
9 EUROPEAN EXPERT.

10 THEY SAID LAKE COUNTY YOUNG WINE POSSESSES THE DELICACY
11 OF EXPRESSION AND PERFECTION IN ITS COMPOSITION WHICH ARE NECESSARY
12 TO DEVELOP INTO AN ACCEPTABLE TABLE WINE. IN THE SPECIFIC
13 EVALUATION OF THE WINE, THEY USE WORDS LIKE ELEGANT, BEAUTIFUL,
14 GOOD, FULL-BODY, ELEGANT FLAVOR WITH STOUT CONSTRUCTION. I THINK
15 THAT IS A POSITIVE EVALUATION.

16 LATER ON, JUST AS PROFESSOR OUGH HAS SAID, THE UNIVERSITY
17 OF CALIFORNIA USED LAKE COUNTY GRAPES DURING THESE EARLY YEARS AS
18 TESTS AND FOR FERMENTATION EXPERIMENTS TO DETERMINE WHAT WERE THE
19 BEST KINDS OF VARIETIES TO GROW IN DIFFERENT AREAS.

20 FINALLY, THIS POINT HAS ALREADY BEEN MADE. I GUESS YOU
21 MIGHT SAY THE HIGH POINT OF THIS PERIOD WAS WHEN CHARLES HAMMOND'S
22 MA TEL -- THAT'S M-A T-E-L VINEYARD IN UPPER LAKE ACTUALLY WON
23 A MEDAL AT THE PARIS EXPOSITION IN 1900. AND, I WILL TELL YOU,
24 THEY DID NOT GIVE OUT MEDALS AT THE PARIS EXPOSITION TO CALIFORNIA
25 WINES IN THE SAME WAY THAT WE SEE THEM GIVEN OUT THESE DAYS IN
26 SOME OF OUR COMPETITIONS.

27 AFTER REPEAL, WE BEGAN TO SEE THE TERM NORTH COAST USED
28 WITH FAIR REGULARITY, BUT VERY LITTLE PRECISION. FOR EXAMPLE,

1 IN A SCHOLARLY WAY, PROFESSOR CAROSSO AT THE UNIVERSITY OF
2 CALIFORNIA IN 1950 DOES NOT USE THE TERM, BUT PROFESSOR HUTCHINSON,
3 U.C.L.A., IN HIS DOCTORAL DISSERTATION, DOES.

4 IN SCHOONMAKER'S, FRANK SCHOONMAKER'S FIRST TWO BOOKS
5 IN '34 AND '41, HE DOESN'T USE THE TERM NORTH COAST. BUT BY THIS
6 TIME, WE DO SEE THE TERM STARTING TO BE USED. I THINK HORATIO
7 STOLL, THE PUBLISHER AND FOUNDER OF WINES & VINES, EARLIER CALLED
8 THE CALIFORNIA GRAPE GROWER, REALLY IS THE MAN RESPONSIBLE FOR IT.
9 STOLL INCLUDED LAKE COUNTY IN WHAT HE CALLED THE NORTHERN COUNTY
10 REGION IN SEVERAL ITEMS -- AND I HAVE CITED THOSE IN THE PAPER
11 THAT I WILL GIVE TO YOU -- IN WINES & VINES.

12 AFTER REPEAL, WHEN THE WINE GRAPE BOARD CONTROL BOARD
13 WAS SET UP, DISTRICT 1, THE NORTH COAST COUNTIES, INCLUDED LAKE
14 COUNTY. THE OFFICIAL DATA FOR THE 1934 PRODUCTION INCLUDED LAKE
15 COUNTY IN THE NORTH COAST REGION. NOW, THIS IS VERY IMPRECISE.
16 I DO NOT THINK A LOT OF PEOPLE WOULD AGREE TO SOME OF THE OTHER
17 COUNTIES THAT WERE INCLUDED IN THE NORTH COAST REGION. AND ALL
18 I AM SAYING IS IF YOU ARE GOING TO GO BY NAMES, THEY CERTAINLY
19 WOULD INCLUDE LAKE IN THAT DESIGNATION.

20 STOLL LISTED THE NORTHERN COUNTIES OF THE COAST REGION
21 AS NAPA, SONOMA, LAKE, MENDOCINO, AND SOLANO.

22 AND JUST PARENTHETICALLY, I HAVE TO SAY HISTORICALLY --
23 IT DID NOT COME OUT -- HISTORICALLY, SOLANO HAS ALL THE HISTORICAL
24 CLAIMS FROM GOING WAY BACK AS THE OTHER AREAS THAT HAVE CLAIMED
25 TO BE NORTH COAST.

26 THIS IS WHAT STOLL SAYS ABOUT THIS AREA HE CALLS THE
27 NORTHERN COUNTIES OF THE COAST REGION.

28 "THIS AREA, WHICH CONSISTS OF THE VALLEYS

1 BETWEEN THE COAST RANGES RUNNING PARALLEL TO THE
2 PACIFIC OCEAN SHORE AND THE LOWER SLOPES OF THESE
3 RANGES IS KNOWN AS THE DRY WINE DISTRICT OF
4 CALIFORNIA. IT IS EXCEPTIONALLY SUITED FOR THE
5 GROWING OF WINE GRAPES OF THE HIGHEST QUALITY."

6 PROFESSOR WINKLER, IN GENERAL VITICULTURE WHICH WE HAVE
7 HEARD MANY REFERENCES TO THAT, IN HIS DESIGNATION, WHICH IS,
8 AGAIN, IMPRECISE, FOR THE NORTH COAST REGION INCLUDES LAKE COUNTY.
9 SO DOES JOHN MELVILLE IN 1955 IN THE FIRST WINE TOURING BOOK EVER
10 WRITTEN FOR CALIFORNIA IN MODERN TIMES.

11 AS SCHOONMAKER LEARNS IN THE MEANTIME -- AND HE HAS A
12 SECTION IN HIS ENCYCLOPEDIA OF WORLD WINES -- NORTH COAST -- HIS
13 DESIGNATION WOULD INCLUDE LAKE COUNTY. SO DOES ALEXIS LICHINE IN
14 HIS ENCYCLOPEDIA OF WINE AND SPIRITS.

15 WE HAVE HEARD QUITE A BIT ABOUT THE RE-EMERGENCE OF
16 LAKE COUNTY IN RECENT YEARS. THERE IS AN ARTICLE IN WINES & VINES,
17 WHICH I WILL GIVE YOU, WHICH GOES OVER THIS HISTORICAL BUSINESS
18 IN RECENT YEARS, IN 1977, BY JOHN HUTCHINSON.

19 BUT WE KNOW THAT FETZER, PARDUCCI, GEYSER PEAK, FREI,
20 MARTINI-PRATI, MONDAVI, FRANCISCAN HAVE ALL USED GRAPES, AND I DO
21 NOT HAVE TO EXPAND ON THAT. THAT HAS ALREADY BEEN DONE.

22 BUT IN APRIL, 1977, IN WINES & VINES, THE AUTHORITATIVE
23 VOICE OF THE GRAPE AND WINE INDUSTRY, IN THIS ARTICLE BY JOHN
24 HUTCHINSON, HE QUOTES ONE THE MOST NOTED VITICULTURAL AUTHORITIES
25 IN NAPA-SONOMA AREA AS SAYING: "I CANNOT SEE WHERE ANYONE CAN
26 TECHNICALLY, LOGICALLY, OR JUSTIFIABLY SEPARATE LAKE COUNTY FROM
27 THE NORTH COAST WINE GRAPE-GROWING REGION."

28 ROBERT THOMPSON IN HIS SUNSET GUIDE TO THE CALIFORNIA

1 WINE INDUSTRY INCLUDES LAKE RIGHT ALONG IN THE SAME SECTION WITH
2 SONOMA AND MENDOCINO.

3 JUST RECENTLY IN THE CONNOISSEURS' HANDBOOK OF
4 CALIFORNIA WINES, LAKE COUNTY IS CALLED A NORTHERN COASTAL COUNTY.

5 IN, I THINK YOU WOULD SAY, THE DEFINITIVE WORK ON WINES
6 IN AMERICA BY LEON ADAMS IN THE SECOND EDITION, HE HAS A CHAPTER
7 HE CALLS SONOMA, MENDOCINO, AND LAKE. THAT IS THE NAME OF THE
8 CHAPTER. AND HE TAKES YOU OFF ON A TRIP TO THE GOLDEN GATE. AND
9 HE SAYS, "LET'S HEAD OFF TO THE NORTH COAST WINE COUNTRY." AND
10 HE CONCLUDES BY WONDERING IF SOME DAY THE NORTH COAST WINE
11 DISTRICT MAY EVEN EXTEND BEYOND ITS CURRENT BOUNDARIES OF
12 MENDOCINO AND LAKE COUNTIES.

13 IN 1973, AN INTERESTING LETTER WAS WRITTEN TO MR. MYRON
14 HOLDENRIED BY HISTORIAN, WILLIAM HEINTZ, IN WHICH HE WONDERS
15 ABOUT THE FACT THAT -- MR. HEINTZ, BY THE WAY, GAVE TESTIMONY
16 EARLIER TODAY -- WHERE HE WONDERS ABOUT THE FACT THAT THEY ARE
17 NOT BEING ALLOWED IN LAKE COUNTY TO JOIN THE NORTH COAST GRAPE
18 GROWERS ASSOCIATION. AND HE VOLUNTEERS QUITE A BIT OF DATA AND
19 INFORMATION TO SHOW THE IMPORTANCE OF LAKE COUNTY AND HOW THIS --
20 HOW LAKE COUNTY CERTAINLY HAS SOME GOOD ARGUMENTS TO FIT IN. THAT
21 LETTER IS PART OF MY PACKET.

22 I DO NOT THINK ANYBODY HAS ANY DATA ANY CLOSER THAN
23 WHAT I HAVE RIGHT NOW BECAUSE LAST NIGHT, JUST BEFORE I CAME
24 HERE, I WAS AT A PRESENTATION DONE BY THE FETZERS IN SANTA CLARA.
25 AND A QUESTION CAME TO THEM ABOUT THE WINES THAT ARE BEING
26 PRESENTED. SOMEONE ASKED -- YOU COULD PROBABLY GUESS WHO IT WAS
27 -- WONDERING WHY IT WAS THAT THEY PUT THE LAKE COUNTY DESIGNATION
28 ON THEIR LABELS. I MEAN, DO YOU GET SOME KIND OF PRESTIGE FROM

1 THIS? DOES IT MEAN THEY ARE BETTER?

2 AND MR. FETZER RESPONDED THAT "SOME THINK THESE ARE
3 THE BEST OF OUR WINES. THEY ARE LITERALLY LUSCIOUS." THOSE
4 WERE HIS WORDS.

5 WELL, THAT IS ABOUT ALL THE HISTORY THAT I CAN GIVE YOU.
6 HISTORICALLY, I THINK, THOUGH, THAT, AT LEAST IN THE TIME THAT I
7 HAVE, VIEWING LAKE COUNTY'S REPUTATION AS A PREMIUM WINE-GROWING
8 AREA AND AS PART OF THE NEIGHBORS OF THE NORTH AND THE SOUTH, AND
9 JUST BY LOOKING AT THE USE OF THE TERM NORTH COAST, THERE IS NO
10 EVIDENCE TO SUGGEST THAT LAKE COUNTY SHOULD BE INCLUDED IN ANY
11 APPELLATION OTHER THAN THE ONE THAT INCLUDES NAPA AND SONOMA
12 COUNTIES.

13 NOW, THERE IS SOME INFORMATION, PERHAPS THAT IT MIGHT
14 BE IN ONE THAT WOULD EXCLUDE MENDOCINO, BUT THAT IS ANOTHER STORY.

15 THE CHAIRMAN: I HAVE A QUESTION. LET ME CLARIFY
16 SOMETHING. IT IS AN ALMOST INCREDULOUS KIND OF QUESTION. NAPA
17 COUNTY WENT UP TO CLEAR LAKE AT ONE TIME? IS THAT WHAT YOU SAID?

18 MR. SULLIVAN: THIS IS NAPA COUNTY IN 1860. WHEN THE
19 FOUNDING FATHERS AT MONTEREY IN 1849 DECIDED WHAT WERE THE LOGICAL
20 UNITS, THAT WAS THE DECISION THEY MADE IN 1849. THEN IT WAS
21 SPLIT LATER.

22 MR. GEORGE: YOU MADE A STATEMENT THAT THE COASTAL
23 RANGE ENDS SOMEWHERE NORTH OF THE EEL RIVER BY THE KLAMATH
24 MOUNTAINS. COULD YOU SHOW ME WHERE THAT IS ON THE MAP.

25 MR. SULLIVAN: YOU CAN MAKE IT OUT BY THE CONFIGURATION
26 OF THE LAND HERE. THE COASTAL RANGES ARE HERE. YOU SEE, THESE
27 ARE THE TRANSVERSE RANGES. OKAY. NOW, THESE COASTAL RANGES RUN
28 IN A NORTHWEST, SOUTHEAST FASHION. THEY RUN INTO THE SEA.

1 IF WE HAD A PICTURE OF THE BOTTOM OF THE OCEAN, YOU
2 WOULD SEE WHAT WAS HAPPENING HERE. IN FACT, ONE OF THE VALLEYS
3 OF THE COASTAL RANGES IS THE SAN FRANCISCO BAY, AND IT IS A BAY
4 BECAUSE A WATER GAP IS FORMED HERE THAT HAD TO COME OUT SOME
5 PLACE. YOU WILL SEE THEY RUN OUT RIGHT HERE. THIS IS THE END
6 OF THE COASTAL RANGES.

7 THIS, YOU CAN SEE -- YOU CAN'T GET ACROSS THERE. NOW,
8 WE GET A DENDRITIC PATTERN IN YOUR RIVERS. YOU KNOW HOW THEY --
9 LIKE A -- YOU KNOW. THEY ARE LIKE VEINS. THAT'S IT. THIS IS A
10 TOTALLY DIFFERENT SECTION UP HERE AS FAR AS THE GEOMORPHOLOGY OF
11 THE STATE IS CONCERNED.

12 HERE, THE RIVERS RUN -- THEY PARALLEL THE VALLEY AND
13 RUN INTO THE SEA EXCEPT, OF COURSE, THIS ONE, THE RUSSIAN RIVER.
14 IT WAS SCREWED UP A COUPLE OF MILLION YEARS AGO AND CHANGED ITS
15 MIND.

16 THE CHAIRMAN: NEVER COULD TRUST THE RUSSIANS.

17 MR. SULLIVAN, THANK YOU VERY MUCH.

18 ROBERT H. MYER.

19

20

ROBERT H. MYER,

21 TESTIFIED AS FOLLOWS:

22 MR. CHAIRMAN, MY NAME IS ROBERT MYER, AND I CAN ALSO
23 SAY THAT MY LITTLE PRESENTATION HAS BEEN GIVEN ABOUT THREE TIMES,
24 SO PEOPLE WILL NOT GET THE WHOLE BALE OF HAY AS FAR AS I AM
25 CONCERNED.

26 I HAVE BEEN ASKED TO SAY A LITTLE BIT ABOUT MY OWN
27 BACKGROUND AND THEN COMMENT BRIEFLY ON THE LAKE COUNTY QUALITY
28 OF GRAPES. I WAS QUITE IMPRESSED. IT SEEMS THAT EVERYBODY HAS

1 A DEGREE OF SOME KIND OR ANOTHER IN THE ROOM. I WANT YOU ALL TO
2 KNOW I AM NOT A VITICULTURIST, CERTAINLY NOT AN ENOLOGIST. I DO
3 HAVE A B.S. DEGREE IN BUSINESS ADMINISTRATION, AND I MINORED IN
4 BASEBALL, AND IT HELPED GET ME THROUGH BECAUSE I DID BY THE CHIN
5 OF MY TEETH.

6 JUST AFTER WORLD WAR II, I CAME BACK TO THE LITTLE
7 TOWN OF GEYSERVILLE AND EVENTUALLY BECAME GENERAL MANAGER OF A
8 RELATIVELY SMALL COOPERATIVE WINERY. WE CRUSHED ABOUT 5,000 TONS,
9 AND THEN, IN 1953, WE WERE TAKEN OVER OR MERGED WITH ALLIED GRAPE
10 GROWERS, WHICH WAS THE LARGEST GRAPE COOPERATIVE IN THE STATE
11 AND STILL IS.

12 THEY MOVED US ALL UP TO ASTI, AND I WENT ALONG WITH THE
13 REST OF THE MACHINERY. IN THAT INITIAL JOB, MOST OF OUR GRAPES
14 CAME FROM SONOMA, MENDOCINO, AND LAKE COUNTY. AND THAT GOES BACK
15 TO 1945 AND 1946.

16 DURING MY TENURE IN ALLIED, ABOUT 19 YEARS, WE EXPANDED
17 CONSIDERABLY. THE TOTAL TONNAGE HANDLED WHEN I WAS THERE -- AND
18 MY TITLE WAS NORTH COAST MANAGER -- WAS ABOUT 30,000 TONS.
19 INTERESTINGLY ENOUGH, THOSE GRAPES CAME FROM SOLANO, NAPA, SONOMA,
20 MENDOCINO, AND LAKE.

21 THERE IS ONE THING THAT HAS KIND OF BEEN SKIPPED OVER,
22 I THINK, ALTHOUGH JIM LIDER DID TOUCH ON IT. AND I WOULD JUST
23 PUT IT THIS WAY. IF YOU DON'T PLANT THE RIGHT VARIETY IN THE
24 RIGHT SOIL AND UNDER THE RIGHT CLIMATIC CONDITIONS, YOU ARE NOT
25 GOING TO HAVE VERY GOOD GRAPES, NO MATTER WHICH COUNTY YOU GROW
26 THEM IN. THIS IS ONE OF THE MAIN THRUSTS IN MY EXISTENCE. OVER
27 THE YEARS, WE ALWAYS WORKED VERY CLOSELY WITH THE WINEMAKER AND
28 THE LAB TECHNICIANS IN KEEPING A RECORD AND A HISTORY OF WHERE THE

1 GRAPES WERE GROWN, AND WHAT QUALITY CAME FROM THOSE DIFFERENT
2 VINEYARDS WAS VERY, VERY IMPORTANT.

3 AS FAR AS LAKE COUNTY IS CONCERNED, AT LEAST WITH MY
4 EXPERIENCE, IT HAS ALWAYS BEEN A COUNTY THAT GREW PRIMARILY BLACK
5 GRAPES. NOW THEY ARE BEGINNING TO GET INTO SOME OF THE WHITE
6 VARIETIES, BUT I SPEAK PRIMARILY, AS FAR AS MY BACKGROUND IS
7 CONCERNED, ON THE QUALITY OF THE BLACK GRAPES.

8 I THINK I CAN SAY WITHOUT ANY QUESTION IN MY MIND THAT,
9 IF YOU HAVE, AS I SAY, THE RIGHT VARIETY AT THE RIGHT PLACE, THAT
10 LAKE COUNTY AND SOLANO CAN GROW A QUALITY GRAPE THAT IS EQUAL TO
11 THAT GROWN IN ANY OF THE NORTH COAST AREAS.

12 AS I SAY, YOU WERE NOT GETTING THE WHOLE BALE OF HAY.
13 THAT IS A CONDENSED VERSION OF WHAT I INTENDED TO START OUT WITH,
14 BUT THAT IS THE WAY I FEEL ABOUT IT.

15 THE CHAIRMAN: THANK YOU.

16 ANY QUESTIONS?

17 ALLAN D. JERGESEN.

18
19 ALLAN D. JERGESEN,

20 ON BEHALF OF THE LAKE COUNTY WINE PRODUCERS, TESTIFIED AS FOLLOWS:

21 MY NAME IS ALLAN D. JERGESEN, AND, AS I TOLD THE
22 CHAIRMAN, I HAVE GIVEN MY CARD TO THE REPORTER SO I WILL NOT HAVE
23 TO GO THROUGH THE RATHER CONFUSING PROCESS OF SPELLING OUT THAT
24 NAME.

25 I AM AN ATTORNEY FROM SAN FRANCISCO WITH A LAW FIRM OF
26 HANSON, BRIDGETT, MARCUS, BLAHOS, AND STROMBERG; AND, ALONG WITH
27 ROSS STROMBERG, AM REPRESENTING THE LAKE COUNTY WINE PRODUCERS IN
28 THESE REGIONS.

1 TODAY WE HAVE HEARD FROM A LOT OF EXPERTS, FROM
2 ENOLOGISTS, VITICULTURISTS, WINE HISTORIANS, GROWERS. I WILL NOT
3 ATTEMPT TO SUPPLEMENT OR ADD TO ANYTHING THAT THEY HAVE SAID.

4 RATHER, I HOPE THAT I CAN DO WHAT ATTORNEYS DO BEST,
5 AND THAT IS SIMPLY CALL THE ATTENTION OF EVERYONE TO A FEW LEGAL
6 CONSIDERATIONS; AND, AT THE SAME TIME, DO WHAT ATTORNEYS DON'T
7 ALWAYS DO BEST, AND THAT IS TO KEEP MY REMARKS SHORT AND TO THE
8 POINT.

9 THE FIRST POINT THAT I WOULD LIKE TO MAKE, I THINK, HAS
10 ALREADY ALMOST BEEN BEATEN TO DEATH HERE THIS AFTERNOON, AND I
11 WILL JUST ADD A FEW COMMENTS. AND THAT HAS TO DO WITH WHAT I
12 SEE AS THE PANEL'S VERY GREAT HESITANCY TO ACCEPT OR APPROVE A
13 VITICULTURAL AREA THAT IS BASED ON POLITICAL LINES, ON COUNTY
14 LINES. AS ROSS STROMBERG ALREADY MENTIONED, AND I WOULD LIKE TO
15 RE-EMPHASIZE THAT THERE ARE TWO DIFFERENT STANDARDS IN TITLE 27 OF
16 THE CODE OF FEDERAL REGULATIONS. THERE IS THE STANDARD FOR
17 VITICULTURAL AREAS, AND THEN THERE IS THE STANDARD FOR MULTI-
18 COUNTY DESIGNATIONS.

19 A MULTI-COUNTY DESIGNATION CAN, ACCORDING TO THE
20 REGULATIONS, APPLY TO TWO AND NO MORE THAN THREE COUNTIES.
21 CERTAINLY, A MULTI-COUNTY DESIGNATION COULD APPLY TO NAPA, SONOMA,
22 AND MENDOCINO.

23 THE CALIFORNIA NORTH COAST GRAPE GROWERS ASSOCIATION
24 QUITE CLEARLY SHOULD HAVE BROUGHT THEIR PETITION, IN OUR OPINION,
25 UNDER THIS STANDARD AND NOT UNDER THE VITICULTURAL AREA. OF
26 COURSE, THE DESIGNATION WOULD NOT HAVE BEEN NORTH COAST OR NORTH
27 COAST COUNTIES, IT WOULD HAVE BEEN SONOMA, NAPA, AND MENDOCINO
28 COUNTIES. BUT THIS WOULD HAVE MET ALL OF THE LEGAL REQUIREMENTS.

1 ON THE OTHER HAND, A VITICULTURAL AREA IS MEANT TO BE
2 DESCRIBED AND DEFINED ACCORDING TO VARIOUS STANDARDS THAT WE HAVE
3 ADDRESSED; FOR EXAMPLE, HISTORICAL STANDARDS, THE EXTENT TO WHICH
4 THE NAME IS KNOWN NATIONALLY AND LOCALLY, AND SO ON, AND SO FORTH.

5 THE POINT IS THAT NOT ONLY WOULD IT BE UNWISE TO
6 DELINEATE A VITICULTURAL AREA ON THE BASIS OF POLITICAL COUNTY
7 LINES AS REQUESTED IN THE PETITION, IT WOULD ALSO MOST LIKELY BE
8 ILLEGAL UNDER TITLE 27. AND I THINK THAT THIS IS SOMETHING THAT
9 OBVIOUSLY THE PANEL ALREADY HAS IN MIND, BUT I THINK THAT SHOULD
10 BE NOTED BOTH TO THE AUDIENCE AND ESPECIALLY TO THOSE THAT BROUGHT
11 THIS PETITION.

12 I WOULD LIKE TO TURN NOW AND JUST TALK A LITTLE BIT
13 ABOUT SOME OF THE EVIDENCE THAT WAS PRESENTED BOTH IN THE ORIGINAL
14 PETITION THAT WAS FILED IN SEPTEMBER, 1979, AND ALSO IN THE
15 SUPPLEMENTARY PETITION THAT WAS MENTIONED FOR THE FIRST TIME TODAY.

16 WHAT I AM REFERRING TO MOSTLY IS THE EVIDENCE FROM
17 VARIOUS GROWERS AND VINTNERS IN NAPA, SONOMA, AND MENDOCINO
18 SUPPORTING A NORTH COAST APPELLATION THAT APPLIES ONLY TO THE
19 THREE COUNTIES OF NAPA, SONOMA, AND MENDOCINO. AND I THINK, IF
20 THE PANEL AT ITS LEISURE GOES THROUGH THIS EVIDENCE, THEY WILL
21 FIND THAT THERE IS A LOT THERE THAT IS TOTALLY CONSISTENT WITH
22 THE INCLUSION OF LAKE COUNTY IN THE AREA. WHY DON'T I JUST
23 QUICKLY RUN DOWN THE LIST.

24 ON PAGES 2 TO 3 OF THE ORIGINAL PETITION THERE IS A
25 STATEMENT OF PROFESSOR CROWLEY, AND IN THAT HE CONTRASTS THE SOIL
26 AND CLIMATE OF THE REGIONS NORTH OF SAN FRANCISCO WITH THOSE SOUTH
27 OF SAN FRANCISCO BAY. WELL, OBVIOUSLY, LAKE COUNTY IS INCLUDED
28 IN THE FORMER ALONG WITH SONOMA, NAPA, AND MENDOCINO.

1 ON PAGE 2 OF THE ORIGINAL PETITION, THERE IS A STATEMENT
2 QUOTED FROM DR. A.B. WEBB, IN WHICH HE USES THE TERM NORTH COAST
3 IN CONTRAST WITH THE LOWER PART OF THE STATE, ESPECIALLY WITH
4 RESPECT TO CLIMATIC CONDITIONS. WELL, AGAIN, NOBODY IS ARGUING
5 THAT LAKE COUNTY IS IN THE LOWER PART OF THE STATE. IT IS MORE
6 NORTH THAN NAPA. IT IS MORE NORTH THAN SONOMA.

7 JUST MOVING DOWN THE LIST, THERE IS A LETTER OF JULY 23,
8 1979, FROM RICHARD L. MAHER, WHO IS PRESIDENT OF BERINGER
9 VINEYARDS. AND IN IT HE EXPRESSES THE FEAR THAT THE NORTH COAST
10 APPELLATION MAY SOMEDAY BE EXPANDED TO BE ANYTHING NORTH OF BAJA,
11 CALIFORNIA.

12 WELL, I THINK THIS IS IMPORTANT BECAUSE IT SHOWS -- AND
13 SOME OF THESE LATER LETTERS THAT I QUOTE WILL SHOW -- WHAT THE
14 REAL CONCERN HAS BEEN FOR SO LONG. IT HASN'T HAD TO DO WITH LAKE
15 COUNTY. IT HAS HAD TO DO WITH THE MUCH LARGER VITICULTURAL AREAS
16 OUT IN THE SAN JOAQUIN VALLEY AND, TO SOME EXTENT, IN THE SALINAS
17 VALLEY. CLEARLY, LAKE COUNTY IS NOT PART OF THAT, AND THERE NEED
18 BE NO FEAR THAT THOSE AREAS WOULD BE INCLUDED.

19 MOVING DOWN THE LIST, A LETTER OF FEBRUARY 6, 1974,
20 FROM LOUIS M. FOPPIANO, THE GENERAL MANAGER OF THE FOPPIANO
21 VINEYARDS. AND HE SPEAKS OF THE NORTH COAST REGION AS BEING 75
22 MILES REMOVED FROM ANY OTHER GRAPE-GROWING REGION. WELL, HE
23 CLEARLY CANNOT HAVE MEANT TO BE EXCLUDING LAKE COUNTY BECAUSE
24 LAKE COUNTY IS WITHIN THAT CIRCLE, QUITE CLEARLY.

25 A LETTER OF APRIL 2ND, 1975, FROM ROBERT SESSIONS, THE
26 GENERAL MANAGER AT HANZELL VINEYARDS. HE CONTRASTS THE GRAPE-
27 GROWING REGIONS NORTH OF SAN FRANCISCO WITH THOSE LOCATED ELSE-
28 WHERE. CLEARLY, LAKE COUNTY IS INCLUDED.

1 A LETTER OF FEBRUARY 4, 1975, FROM NORMAN DE LEUZE,
2 CO-PARTNER AT Z & D WINES. HE CONTRASTS THE NORTH COAST AREA
3 WITH WARMER INTERIOR REGIONS WHOSE PRIMARY ASSETS IS QUANTITY
4 RATHER THAN QUALITY OF GRAPES, AND ALSO CONTRASTS THE NORTH COAST
5 AREA WITH THE UNPROVEN CENTRAL COAST AREAS.

6 NOW, AS TO WARMER INTERIOR REGIONS WHOSE PRIMARY ASSETS
7 IS QUANTITY RATHER THAN QUALITY OF GRAPES, I THINK YOU HAVE HEARD
8 FROM MYRON HOLDENRIED THAT, AT THE PRESENT TIME, LAKE COUNTY
9 PRODUCES 2.6 PER CENT OF THE GRAPES FROM AMONG THESE FOUR COUNTIES.
10 I THINK YOU ALSO HEARD FROM DR. OUGH ABOUT THE QUALITY OF THE
11 LAKE COUNTY WINE AND HOW IT COMPARES, AT LEAST TO THAT FROM
12 MENDOCINO.

13 I CANNOT BELIEVE THAT MR. DE LEUZE WAS REFERRING TO
14 LAKE COUNTY HERE. I THINK QUITE CLEARLY HE WAS REFERRING TO THE
15 INTERIOR CENTRAL VALLEY GRAPE-GROWING REGIONS.

16 MOVING ALONG QUICKLY, A LETTER OF JANUARY 30, 1974,
17 FROM JAMES T. BUNDSCHU, PRESIDENT OF VINEBURG WINE COMPANY. HE
18 FEARS THAT THE NORTH COAST AREA WILL BE EXTENDED FROM THE COASTAL
19 REGION NORTHERLY FROM SAN FRANCISCO BAY TO OTHER REGIONS SOUTH OF
20 TEHACHAPI COUNTIES AND NORTH TO THE STATE OF WASHINGTON. WE ARE
21 CERTAINLY NOT PROPOSING THAT.

22 ANOTHER LETTER FROM THE SAME GENTLEMAN, THIS ONE DATED
23 JANUARY 28, 1975, IN WHICH HE STATES HIS OPPOSITION TO THE USE OF
24 THE NORTH COAST APPELLATION BY GROWERS SOUTH OF SAN FRANCISCO
25 BAY.

26 ONLY TWO MORE. HERE IS A LETTER OF FEBRUARY 4, 1974,
27 FROM FETZER VINEYARDS, IN WHICH THE FEAR IS EXPRESSED THAT
28 INCLUDING OR EXPANDING THE NORTH COAST APPELLATION WILL INCLUDE

1 THOSE AREAS WHICH PRODUCE WINES OF LESS QUALITY AND GREATER YIELD,
2 AGAIN REFERRING TO THE CENTRAL VALLEY.

3 AND, FINALLY, A LETTER OF JANUARY 26, 1974, FROM FRANK
4 BARTHOLOMEW OF HACIENDA WINE CELLARS WARNS AGAINST A NORTH COAST
5 VITICULTURAL DESIGNATION THAT WOULD INCLUDE ALL AREAS NORTH OF
6 TEHACHAPI.

7 WELL, THE POINT OF ALL OF THIS IS THAT WE CAN INCLUDE
8 THE LAKE COUNTY GRAPE-PRODUCING REGIONS IN A NORTH COAST
9 APPELLATION AND STILL NOT -- OR STILL RELIEVE THESE FEARS THAT
10 HAVE BEEN EXPRESSED.

11 ONE OTHER POINT ABOUT THE PETITION OF THE CALIFORNIA
12 NORTH COAST GRAPE GROWERS, AND THAT IS, AS SUGGESTED BY THE
13 SUPPLEMENTARY PETITION, AND I AM REFERRING TO EXHIBITS CAPITAL
14 ROMAN NUMERAL IE, WHICH IS A COPY OF A LABEL FROM TOYON -- I HOPE
15 I PRONOUNCE IT CORRECTLY -- VINEYARDS. AND WHAT IT SAYS IS THAT
16 THE WINE IN THE BOTTLE IS A COMBINATION OF THE THREE PRINCIPAL
17 NORTH COAST COUNTIES OF SONOMA, NAPA, AND MENDOCINO. THE THREE
18 PRINCIPAL NORTH COAST COUNTIES. THAT MEANS THERE MUST BE OTHERS.
19 AND I THINK PROBABLY EVERYONE WOULD AGREE FROM THE EVIDENCE
20 PRESENTED TODAY THAT THE LAKE COUNTY GRAPE-GROWING REGIONS ARE ONE
21 OF THEM.

22 MY FINAL POINT HAS TO DO WITH THE USE OF THE TERM NORTH
23 COAST. AND I HATE TO BRING UP A SORE SUBJECT AGAIN. AND I DO NOT
24 DO IT IN ANY WAY TO EMBARRASS THE BUREAU. BUT THERE IS, AGAIN,
25 THIS LETTER OF OCTOBER 16, 1974. AND I BRING IT UP SIMPLY
26 BECAUSE, AGAIN, IT WAS SOMETHING THAT WAS INCLUDED IN THE PETITION.

27 THAT LETTER CAME OUT IN 1974. IT WAS BASED ON THE THEN
28 EXISTING STANDARDS, WHICH DEFINED A GRAPE-PRODUCING REGION OR

1 PLACE, I BELIEVE. AND IT STATED THAT THE NORTH COAST APPELLATION
2 WAS UNDERSTOOD BY THE BUREAU AS REFERRING TO VINEYARDS AND GRAPES
3 PRODUCED IN THOSE THREE COUNTIES.

4 AS HAS BEEN POINTED OUT, THIS LETTER WAS PRECEDED BY
5 NO PUBLIC NOTICE. THERE WERE NO HEARINGS. INDEED, IT WAS A
6 LETTER SIMPLY TO ONE GENTLEMAN, MR. MALCOLM KING OF THE CALIFORNIA
7 NORTH COAST GRAPE GROWERS ASSOCIATION. AND AS A RESULT OF THAT,
8 AS A PRACTICAL MATTER, THE LAKE COUNTY WINE-PRODUCING, GRAPE-
9 PRODUCING REGIONS HAVE BEEN EXCLUDED FROM THE NORTH COAST
10 APPELLATION.

11 I AM NOT SURE WHY THIS LETTER WAS PRESENTED IN THE
12 PETITION. IF IT WAS PRESENTED IN ORDER TO SHOW THAT SOME SORT OF
13 RIGHT TO THE NORTH COAST LABEL HAD BEEN VESTED IN THIS GROUP,
14 THEN I THINK IT IS TOTALLY MISSTATED, TOTALLY MISFOUNDED, AND I
15 DO NOT THINK THE BUREAU IS GOING TO ACCEPT IT. I NOTE THAT, IN
16 THE REGULATION WHICH SET OUT THE STANDARDS AND PROCEDURES FOR
17 THIS HEARING BACK IN 1978, THERE WAS AN EXPLICIT REFUSAL TO ALLOW
18 ANY GRANDFATHERING. IN OTHER WORDS, WHAT HAD BEEN SUGGESTED WAS
19 THAT AREAS WHICH HAD RECEIVED PRIOR APPROVAL AND DESIGNATION
20 WOULD JUST CONTINUE. AND THE BUREAU SPECIFICALLY REJECTED THAT
21 AND SAID, ESSENTIALLY, IT IS A WHOLE NEW BALLGAME. WE WILL
22 DECIDE ACCORDING TO NEW STANDARDS.

23 SO I THINK THAT ANY RELIANCE PLACED BY THE PETITIONERS
24 ON THE USE OF THIS LABEL OR THIS NAME, THIS DESIGNATION IN THE
25 PAST SIX YEARS IS UNFOUNDED AND HAS ESSENTIALLY BEEN REJECTED.

26 THAT BRINGS ME TO THE END OF MY COMMENTS. WHAT I WOULD
27 LIKE TO DO IS OFFER INTO EVIDENCE A SERIES OF LETTERS. ONE YOU
28 ALREADY HAVE. IT IS THE OCTOBER 16, 1974 LETTER. BUT WHAT I AM

1 GOING TO ADD THAT IS NEW ARE SEVERAL REPLIES TO IT, A LETTER FROM
2 -- TWO LETTERS FROM MR. PARDUCCI, WHO HAS ALREADY BEEN MENTIONED,
3 IN WHICH HE OPPOSES THAT DESIGNATION AND OBJECTS TO IT; AND,
4 FINALLY, A LETTER FROM A MR. STEPHEN E. HIGGINS, WHO AT THAT TIME
5 WAS THE ASSISTANT DIRECTOR OF REGULATORY ENFORCEMENT AT THE
6 BUREAU, IN WHICH HE EXPLAINS -- AND THIS WAS AUGUST 4, 1975, LESS
7 THAN A YEAR AFTER THAT LETTER ON WHICH THE NORTH COAST GRAPE
8 GROWERS PLACED SO MUCH RELIANCE. LESS THAN A YEAR LATER, HE SAID
9 THAT EVERYTHING WAS ESSENTIALLY IN SUSPENSION. NEW REGULATIONS
10 WERE GOING TO BE CONTEMPLATED, NEW REGULATIONS WERE GOING TO BE
11 CREATED, AND, THEREFORE, NO ACTION WAS TO BE TAKEN AT THAT TIME.
12 NOW, THE POINT BEING THAT THE BUREAU DOES NOT REALLY PLACE ANY
13 RELIANCE ON THE PAST USE IN THE PAST SIX YEARS OF THIS APPELLATION,
14 AND NEITHER SHOULD ANYONE ELSE.

15 THANK YOU.

16 THE CHAIRMAN: THANK YOU, MR. JERGESEN. THAT WILL BE
17 EXHIBIT 18.

18 PETER F. WINDREM.

19
20 PETER F. WINDREM,

21 TESTIFIED AS FOLLOWS:

22 MR. CHAIRMAN, MEMBERS OF THE PANEL, IT IS A PLEASURE TO
23 BE HERE TODAY. I APPRECIATE YOUR COMING AND HEARING OUR TESTIMONY
24 FROM LAKE COUNTY. I AM THE LAST TO SPEAK FROM LAKE COUNTY
25 SPECIFICALLY, SO IF YOU HAVE ANY QUESTIONS YOU HAVE BEEN HOLDING
26 IN RESERVE, PLEASE DON'T ANY LONGER.

27 I AM A GRAPE GROWER IN LAKE COUNTY. I AM ALSO AN
28 ATTORNEY. I FARM ABOUT 20 ACRES OF VINEYARD IN LAKE COUNTY I

1 PLANTED ABOUT 10 YEARS AGO. I AM ALSO A MEMBER OF LAKE COUNTY
2 VINTNERS, A COOPERATIVE ORGANIZATION OF GRAPE GROWERS THAT
3 REPRESENTS SOME 410 ACRES OF VINEYARDS IN LAKE COUNTY.

4 OUR AVERAGE VINEYARD FOR SOME 27 GROWERS IS ABOUT 20
5 ACRES. WE ARE THE OWNERS OF KONOCTI CELLARS WINERY, ONE OF THE
6 TWO WINERIES IN LAKE COUNTY. THERE ARE CURRENTLY TWO OR THREE
7 MORE ON THE DRAWING BOARDS. I SUSPECT THE SPEED WITH WHICH THEY
8 WILL BE BUILT IS DIRECTLY RELATED TO THE PRIME INTEREST RATE THAT
9 IS BEING CHARGED BY THE FED.

10 OUR EXPERIENCE AS A COOPERATIVE IS IN TWO CAPACITIES.
11 ONE IS MAKING WINE, AND THE OTHER IS SELLING GRAPES ON THE NORTH
12 COAST. WE SELL GRAPES TO OTHER NORTH COAST COUNTIES.

13 THIS LAST YEAR WE SOLD TO MENDOCINO COUNTY TO PARDUCCI
14 WINERY, WE SOLD TO MARTINI & PRATI WINERY IN SONOMA COUNTY, WE
15 SOLD TO NAPA VINEYARDS IN NAPA COUNTY.

16 A QUESTION WAS EARLIER RAISED WHY LAKE COUNTY IS
17 CONCERNED FOR THE NORTH COAST DESIGNATION, GIVEN THE FACT THAT
18 WE ARE RECOGNIZED FOR QUALITY WINE AND QUALITY GRAPES AND ALSO,
19 ON THE AVERAGE, AND GENERALLY SPEAKING, OBTAIN THE SAME PRICES AS
20 OTHER NORTH COAST WINERIES AND GROWERS.

21 THE REASON, FUNDAMENTALLY, IS THIS. BECAUSE WE SELL TO
22 OTHER NORTH COAST WINERIES, THOSE WINERIES HAVE BEEN RESTRICTED
23 IN THEIR ABILITY TO HANDLE OUR GRAPES BY VIRTUE OF THE INFAMOUS
24 1974 LETTER BECAUSE THEY ARE CURRENTLY PRECLUDED FROM INCLUDING
25 LAKE COUNTY GRAPES IN NORTH COAST WINE MADE FROM THE OTHER NORTH
26 COAST COUNTIES. THEIR MARKETING OPTIONS ARE LIMITED.

27 THUS, FETZER WINERY, FOR EXAMPLE, HAS THE OPTION, WHICH
28 THEY HAVE CHOSEN, OF CREATING A LAKE COUNTY APPELLATION. AND THEY

1 HAVE MARKETED VERY SUCCESSFULLY UNDER THAT PROGRAM. NOT ALL
2 WINERIES ARE IN A POSITION TO DO THAT, BY ANY MEANS. AND, AS A
3 CONSEQUENCE, WE HAVE FELT THE PRESSURE IN DEPRESSED PRICES, IN
4 REALITY, FOR SOME OF THE GRAPES WE HAVE SOLD TO OTHER NORTH COAST
5 WINERIES.

6 TO THOSE WINERIES THAT CAN USE A LAKE COUNTY
7 APPELLATION SPECIFICALLY, TOP PRICE IS PAID. THOSE THAT ARE NOT
8 ABLE TO DO SO, THAT TOP PRICE IS NOT PAID, AND WE SUFFER AS A
9 CONSEQUENCE, AND WE SUFFER UNFAIRLY.

10 I WOULD AT THIS TIME LIKE TO INDICATE TO YOU SOMETHING
11 OF THE KIND OF CAPRICIOUSNESS OF FEELING, OF SENSE THAT WE HAVE.
12 I WOULD LIKE TO INTRODUCE INTO EVIDENCE A LETTER FROM PARDUCCI
13 WINE CELLARS DATED DECEMBER 31, 1980. IT IS ADDRESSED TO ME, AND
14 IT IS SIGNED BY GEORGE PARDUCCI, GENERAL MANAGER OF FINANCE AND
15 ADMINISTRATION.

16 I SHAN'T READ THE LETTER SAVE FOR A PART IN WHICH HE
17 INDICATES THAT -- IN PART HE SAYS: "BE THAT AS IT MAY, OUR
18 EXPERIENCE SHOWS THAT LAKE COUNTY GRAPES CAN PRODUCE FINE WINES
19 IF PROPER FARMING PRACTICES ARE ADHERED TO, AND, AS A COUNTY AS
20 CLOSE TO THE COAST AS NAPA COUNTY, IT IS MOST CERTAINLY ENTITLED
21 TO BE INCLUDED IN THE TERM NORTH COAST COUNTY AS MUCH AS NAPA
22 COUNTY."

23 NOW, INCLUDED IN THE CORRESPONDENCE IS THE APPROVAL
24 ISSUED BY THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS, YOUR
25 BUREAU, FOR THE DESIGNATION OF NORTH COAST FOR LAKE COUNTY. THAT
26 WAS ISSUED IN SEPTEMBER OF 1974 -- NORTH COAST TO BE ON LAKE
27 COUNTY OF CALIFORNIA. IT IS IN THIS CORRESPONDENCE. AND THAT WAS
28 ISSUED ONLY TO BE SUPERSEDED BY THIS LETTER SOME THREE WEEKS LATER

1 TO THE NORTH COAST GRAPE GROWERS ASSOCIATION. ADDITIONALLY, I
2 ALSO WOULD OFFER THIS LETTER.

3 I WOULD ALSO OFFER INTO EVIDENCE AN APPLICATION THAT
4 WAS APPROVED BY THE BATF FOR KONOCTI CELLARS, OUR WINERY. THE
5 APPROVAL WAS APRIL 21, 1976, AND INCLUDED IN THE APPROVAL FOR
6 1975 JOHANNISBERG RIESLING AND 1974 CABERNET SAUVIGNON A
7 DESIGNATION OF NORTH COAST.

8 IN QUOTE ON THE BACK LABEL, "LAKE COUNTY IS LOCATED IN
9 THE HEART OF CALIFORNIA'S NORTH COAST PREMIUM WINE REGION."

10 WE FEEL, FROM LAKE COUNTY, IF YOU WILL, A TOUCH BADLY
11 TREATED IN THE COURSE OF THINGS. AND YOU CAN UNDERSTAND HOW THAT
12 HAS COME TO PASS. BUT WE HAVE BEEN PATIENTLY WAITING FOR THIS
13 OPPORTUNITY TO BE HEARD ON THE ISSUE IN ORDER FOR THE MATTER TO
14 BE RECTIFIED.

15 I WOULD URGE THAT, AS DIFFICULT AS THE TASK IS TO DRAW
16 VITICULTURAL BOUNDARIES, THAT YOU NOT LET STAND THE CURRENT STATE
17 OF AFFAIRS, THAT IS TO SAY, A DESIGNATION OF NORTH COAST LIMITED
18 STRICTLY TO NAPA, SONOMA, AND MENDOCINO COUNTIES. IT IS HURTING
19 US, IT WILL CONTINUE TO HURT US, AND IT HAS DONE SO ENTIRELY
20 UNFAIRLY, IN OUR ESTIMATION.

21 SKIPPING A MOMENT, IF I WILL, TO THESE MAPS, ALL OF
22 WHICH I WOULD ASK TO BE MARKED AS EXHIBITS AND RECEIVED INTO
23 EVIDENCE, I WOULD ASK FOR YOU TO KIND OF COME BACK AND TAKE A
24 LONG VIEW OF THE STATE OF CALIFORNIA AND RECOGNIZE THAT WHAT WE
25 ARE TALKING ABOUT WHEN IT COMES TO NORTH COAST IS A VITICULTURAL
26 AREA, A REGION OF CALIFORNIA. THIS MAP OF CALIFORNIA IS OFFERED
27 TO SHOW THESE FOUR COUNTIES OF NAPA, SONOMA, MENDOCINO, AND LAKE,
28 TO SEE THAT THEY DO, IN FACT, MAKE A REGION IN CALIFORNIA. IT IS

1 IN FACT A VITICULTURAL REGION.

2 THERE ARE DIFFERENCES, TO BE SURE, WITHIN THIS REGION.
3 IT IS, BY ITS VERY NATURE, COMPRISED OF VALLEYS AND MOUNTAINS
4 AND AREAS THAT ARE SLIGHTLY DIFFERENT ONE FROM ANOTHER. BUT
5 THEIR OVERALL CHARACTERISTICS OF SIMILARITY THAT ARE SO IMPORTANT
6 THAT IT IS ENTITLED TO THAT VITICULTURAL DESIGNATION. THOSE
7 SIMILARITIES ARE, NO. 1, A COASTAL INFLUENCE. THERE IS A COASTAL
8 INFLUENCE THROUGH ALL OF THESE COUNTIES REFLECTED IN THOSE HEAT
9 SUMMATION DAYS. AND COMMENTS OF CORNELIUS OUGH TO THE QUALITY
10 OF THE WINE IS THE BEST AND THE MOST ULTIMATE TEST OF THE
11 SIMILARITY OF REGIONS. IT PRODUCES WINES OF COMPARABLE QUALITY
12 THROUGHOUT.

13 SO WHEN WE LOOK AT THIS REGION, WE ARE ENTITLED, WE
14 FEEL, TO IN FACT A NORTH COAST DESIGNATION FOR THE VITICULTURAL
15 PORTION OF THESE FOUR COUNTIES, INCLUDING -- INCIDENTALLY, IN ALL
16 MY COMMENTS AND ALL THE COMMENTS OF LAKE COUNTY PEOPLE, WE DO NOT
17 SEEK TO SAY YEA OR NAY RELATIVE TO SOLANO COUNTY. I AM NOT
18 SUGGESTING BY ANY OF THESE MAPS THAT WE ARE URGING THAT SOLANO
19 COUNTY, THE WESTERN PART OF SOLANO COUNTY BE EXCLUDED. FAR FROM
20 THAT.

21 THEIR CASE TO BE MADE, TO BE INCLUDED RESTS ON ITS OWN
22 FOOTING, AND WE DO NOT COMMENT ON THAT BY VIRTUE OF HAVING MADE
23 THESE OUTLINES. WE SIMPLY SEEK TO SHOW AT THIS POINT THE COUNTY
24 BOUNDARIES.

25 BUT IT IS A REGION WITHIN CALIFORNIA THAT SHARES THE
26 CHARACTERISTICS OF A COASTAL INFLUENCE, OF WINE OF SIMILAR
27 QUALITY, OF THE RECOGNITION HISTORICALLY AS THE PREMIUM WINE
28 GRAPE-GROWING REGION IN THE ENTIRE STATE OF CALIFORNIA.

1 I WOULD ASK THAT EACH OF THESE BE MARKED AND RECEIVED
2 INTO EVIDENCE.

3 I WOULD ALSO COMMENT JUST VERY BRIEFLY RELATIVE TO THE
4 MAP OF LAKE COUNTY ALONE THAT HAS THESE LITTLE GREEN PATCHES THAT
5 SHOW WHERE THE VINEYARDS ARE IN LAKE COUNTY. WHEN THEY DRAW THE
6 LINE THAT EXCLUDES THE NORTHERN PART OF THE COUNTY, IT IS BECAUSE,
7 IN REALITY, IT IS NATIONAL FOREST. IT DOES NOT SEEK TO -- IT IS
8 NOT A GRAPE-GROWING REGION AS SUCH. FLIPPING BACK TO THE RELIEF
9 MAP.

10 BY THE SAME TOKEN, THERE ARE HUGE PORTIONS OF MENDOCINO
11 COUNTY THAT ARE NOT GRAPE-GROWING REGIONS. WE DO NOT SEEK TO
12 DRAW THE LINE FOR MENDOCINO COUNTY. MENDOCINO COUNTY FOLK KNOW
13 WHERE THOSE REGIONS ARE AND CAN ASSIST YOU IN DRAWING THOSE LINES.

14 BUT IN TERMS OF GEOGRAPHICAL FEATURES THE LINE THAT WE
15 HAVE OFFERED, AND WE WILL DESCRIBE WITHIN THE 30-DAY COMMENT
16 PERIOD EXTENDING NOW -- WE WILL GIVE YOU A LEGAL DESCRIPTION OF
17 THAT BOUNDARY LINE FOLLOWING THIS RIDGE. WE DO NOT HOPE THAT YOU
18 ARE GOING TO BE ABLE TO USE THIS SOLELY AS YOUR GUIDE IN DRAWING
19 THE BOUNDARY IN LAKE COUNTY. WE WILL SUBMIT THAT FOR YOU.

20 BUT WE WILL SUBMIT A SIMILAR TYPE OF THING AS PERHAPS
21 THE BEST APPROACH TO USE IN LAKE COUNTY. PLEASE DO NOT WAIT TOO
22 LONG BECAUSE THE LONGER THE TIME GOES, THE MORE THAT WE ARE HURT,
23 AND, WE FEEL, UNFAIRLY.

24 THANK YOU VERY MUCH.

25 THE CHAIRMAN: ALL FOUR MAPS ARE BEING SUBMITTED?

26 MR. WINDREM: YES. ALL FOUR MAPS.

27 THE CHAIRMAN: IN ONE PACKAGE AS EXHIBIT NO. 21.

28 MR. WINDREM: THIS IS A FLAT VERSION OF THE RELIEF MAP,

1 SO IT IS EASIER TO DO IT ON THIS USGS MAP THAN IT IS ON THIS ONE.

2 THE CHAIRMAN: ANY QUESTIONS?

3 THANK YOU VERY MUCH.

4 JUSTIN MEYER.

5
6 JUSTIN MEYER,

7 TESTIFIED AS FOLLOWS:

8 MY NAME IS JUSTIN MEYER. MY ADDRESS IS 794 OAKVILLE
9 CROSSROAD IN THE NAPA VALLEY.

10 I MIGHT GIVE YOU SOME BACKGROUND ON MYSELF SINCE I
11 THINK IT IS SOMEWHAT PERTINENT TO THE THINGS I MIGHT SAY. I HAVE
12 A DEGREE IN ECONOMICS; A BACHELOR'S DEGREE AND A MASTER'S DEGREE,
13 ALSO, IN VITICULTURE AND ENOLOGY FROM U.C. DAVIS. I HAVE BEEN IN
14 THE INDUSTRY ABOUT 16 YEARS. I AM PRESENTLY THE PRESIDENT AND
15 WINEMAKER OF ONE WINERY, FRANCISCAN VINEYARDS IN THE NAPA VALLEY,
16 AND THE OWNER AND WINEMAKER OF ANOTHER WINERY, SILVER OAK CELLARS
17 IN THE NAPA VALLEY. I AM OR HAVE BEEN AT ONE TIME OR ANOTHER A
18 PARTNER OR AN OWNER OF LAND IN NAPA, SONOMA, AND LAKE COUNTIES.
19 AND AS A GRAPE BUYER FOR MANY YEARS WITH ANOTHER WINERY, I COVERED
20 THESE COUNTIES QUITE EXTENSIVELY. SO I AM SOMEWHAT ACQUAINTED
21 WITH THE THREE COUNTIES.

22 I MIGHT SUMMARIZE MY POSITION AT THE BEGINNING SO THAT
23 ANYTHING I HAVE TO SAY WILL HANG TOGETHER BETTER, HOPEFULLY. IN
24 PRINCIPLE, I AM AGAINST THE CONCEPT OF A NORTH COAST APPELLATION.
25 BUT, IF THERE MUST BE ONE, I CANNOT FIND ANY REASON TO EXCLUDE
26 LAKE COUNTY OR SOLANO COUNTY FROM IT.

27 SO TO GO BACK, READING THE COMMENTS THAT THE BUREAU DOES
28 NOT ACCEPT THE NAME NORTH COAST COUNTIES -- I CERTAINLY AGREE

1 WITH THAT. NORTH COAST APPELLATION, IF IT MUST BE.

2 BUT I WOULD LIKE TO POINT OUT THAT, JUST AS THE LAKE
3 COUNTY GRAPE GROWERS HAVE DRAWN LINES AROUND THE AREAS AND THE
4 COUNTIES WHICH COULD CONCEIVABLY PRODUCE GRAPES, I THINK YOU MUST
5 TAKE THAT APPROACH TO THE OTHER COUNTIES, ALSO. CERTAINLY, IT IS
6 ERRONEOUS TO GIVE THE IMPRESSION THAT ALL OR EVEN A GREAT YIELD
7 OF SONOMA OR MENDOCINO COUNTIES HAVE QUALIFIED HISTORICALLY OR
8 CLIMATICALLY OR BY SOIL -- ANY OTHER DATA WHICH THE BUREAU HAS
9 SET UP AS ITS CRITERIA FOR APPELLATION. GREAT PARTS OF THOSE
10 COUNTIES CERTAINLY DO NOT QUALIFY IN THE APPELLATION.

11 SO, I THINK, REALISTICALLY, YOU HAVE TO LOOK AT THE
12 VITICULTURAL AREAS AS THOSE WHICH HAVE PARTICIPATED HISTORICALLY
13 AND POSSIBLY THOSE WHICH COULD PARTICIPATE IN THE FUTURE, AREAS
14 SUCH AS PHILO AND AREAS OF THE RUSSIAN RIVER VERY CLOSE TO THE
15 COAST YEARS AGO WERE NOT GROWING AREAS BUT ARE NOW. AND WE ARE
16 DISCOVERING NEW FROST PROTECTION SYSTEMS, AND SO ON, WAYS TO GROW
17 GRAPES IN AREAS WE NEVER THOUGHT WE COULD ECONOMICALLY BEFORE.
18 SO I THINK WE CANNOT JUST SAY THAT THE EXISTING VINEYARDS ARE THE
19 ONLY POSSIBILITY TO BE INCLUDED IN THE VITICULTURAL AREA. BUT
20 CERTAINLY THE COUNTY LINES HAVE NOTHING TO DO WITH THE ABILITY TO
21 GROW QUALITY GRAPES AND MAKE QUALITY WINES.

22 I AM ALSO OPPOSED TO THE IDEA OF NORTH COAST SIMPLY
23 BECAUSE I DO NOT THINK IT GOES IN THE DIRECTION THAT THE INDUSTRY
24 WANTS TO GO OR THAT THE BATF HAS INDICATED THAT IT IS GOING; AND
25 CERTAINLY NOT IN THE DIRECTION OF WHAT WE SEE ON AN INTERNATIONAL
26 BASIS, SUCH AS IN FRANCE AND GERMANY, WHERE WE ARE TENDING MORE
27 TOWARDS SMALLER, MORE SPECIFIC DESIGNATIONS TO GIVE THE CONSUMER
28 A BETTER IDEA OF WHERE HE IS GETTING HIS WINE FROM.

1 IF I GET A BOTTLE OF WINE AND IT SAYS GERMAN WHITE WINE,
2 IT TELLS ME ALMOST NOTHING. IF IT TELLS ME GERMAN MOSELLE WINE,
3 IT TELLS ME A LITTLE BIT MORE; AND, IF IT SAYS A ZELTINGEN MOSELLE,
4 IT TELLS ME A LOT MORE. AND I THINK THAT IS THE WAY WE WANT TO GO
5 IN THE FUTURE TO TELL THE CONSUMER AS CLEARLY AS POSSIBLE WHERE
6 THESE WINES ARE COMING FROM. AND, CERTAINLY, TO INSINUATE THAT
7 ANY WINE GROWN IN THE NORTH COAST IS OF EQUIVALENT QUALITY DOES
8 NOT MAKE SENSE TO ME.

9 TO SAY THAT THE GRAPES AND THE WINE FROM UKIAH, FOR
10 INSTANCE, ARE THE SAME AS NAPA, IS RIDICULOUS. IT IS NOT TO SAY
11 THAT ONE IS BETTER THAN THE OTHER. WE COULD START A HUGE ARGUMENT
12 IN THIS ROOM ON THAT SCORE. AND I AM NOT HERE TO CRITICIZE ANYONE.
13 IN FACT, I WOULDN'T EVEN BE HERE TO TESTIFY IF MY ONLY CONCERN
14 WAS THAT I DO NOT BELIEVE IN THE NORTH COAST APPELLATION. IT DOES
15 NO HARM TO ME, AND, IF IT IS TO BE, THAT IS JUST FINE.

16 MY SENSE OF JUSTICE, AND ALSO A CERTAIN ECONOMIC SENSE,
17 THAT I AM A PARTNER IN 300 ACRES OF LAKE COUNTY GRAPES AND I USED
18 TO BE A PARTNER AND PRESENTLY MANAGE AS PRESIDENT OF THE WINERY
19 250 ACRES IN THE NAPA VALLEY AND 250 ACRES IN SONOMA COUNTY -- SO
20 I HAVE GOT A STAKE IN ALL THESE THINGS. BUT I WOULD NOT BE HERE
21 TO TESTIFY SIMPLY AGAINST THE NORTH COAST APPELLATION. IF SOME
22 PEOPLE SEE FIT TO USE THAT AND IF THE GOVERNMENT SEES FIT TO
23 PERMIT IT, SO BE IT.

24 BUT IF IT IS GOING TO BE PERMITTED, I THINK THAT ALL
25 THE ARGUMENTS THAT CAN BE USED TO COMBINE THREE COUNTIES INTO ONE
26 DESIGNATION, NORTH COAST, ALSO HAVE TO BE USED WHEN YOU TALK
27 ABOUT LAKE COUNTY OR EVEN SOLANO COUNTY.

28 THERE ARE VAST DIFFERENCES IN THIS SO-CALLED PRESENT

1 NORTH COAST APPELLATION, AND I CAN ASSURE YOU THAT, IN MY OPINION
2 OF COLLECTING SOIL AND CLIMATE DATA FOR MANY YEARS NOW IN OUR
3 VARIOUS LOCATIONS IN OAKVILLE, ALEXANDER VALLEY, LAKEPORT, AND
4 MIDDLETOWN, THAT FREQUENTLY THERE CAN BE GREATER DIFFERENCES IN
5 ONE OF THOSE COUNTIES THAN THERE CAN BE BETWEEN THE COUNTIES.
6 AND THEN, VICE VERSA, THERE CAN BE AREAS WHICH ARE MORE SIMILAR
7 WITHIN THE TWO COUNTIES THAN THERE WOULD BE IN ONE COUNTY. SO
8 THESE THINGS GET VERY CONFUSING.

9 IT REALLY BOILS DOWN TO WHETHER THE BUREAU IS GOING TO
10 GO INTO THE DIRECTION THAT WILL KEEP ALL THE VESTED INTERESTS
11 HAPPY OR CLARIFY THE SITUATION, IN MY OPINION.

12 I THINK THE OTHER THING THAT SPEAKS AGAINST NORTH COAST
13 APPELLATION IS THAT, WHILE MANY PEOPLE IN THE MENDOCINO OR SONOMA
14 COUNTY MAY CHOOSE TO USE THAT APPELLATION, I DO NOT KNOW OF ANYONE
15 -- AND THERE MAY BE, BUT I THINK IT IS INSIGNIFICANT IF THEY EXIST
16 BECAUSE WE ARE UP TO SOME 115 BONDED PREMISES NOW IN NAPA COUNTY
17 ALONE. I DON'T KNOW IF ANYONE WHO HAD NAPA COUNTY GRAPES AND WAS
18 ENTITLED TO THE APPELLATION NAPA VALLEY WOULD CHOOSE TO USE NORTH
19 COAST INSTEAD. I DO KNOW PEOPLE WHO, HAVING THE RIGHT TO USE
20 MENDOCINO OR SONOMA MIGHT CHOOSE TO USE NORTH COAST INSTEAD. AND
21 I PASS NO JUDGMENT ON WHY THEY CHOOSE TO DO THAT. BUT I THINK
22 IT REFLECTS A TOTALLY DIFFERENT ATTITUDE OF THE PRODUCERS IN THE
23 TWO REGIONS.

24 I THINK THAT ALL THE ARGUMENTS OF HISTORY, SOIL, CLIMATE,
25 WATER SHED, SLOPE WOULD INDICATE THAT, IF YOU CAN ALLOW A NORTH
26 COAST APPELLATION, YOU ARE CERTAINLY GOING TO HAVE A TERRIBLE TIME
27 BUILDING UP A CASE TO ELIMINATE LAKE COUNTY FROM WITHIN THAT
28 APPELLATION.

1 SO, AGAIN, I WILL RESTATE MY POSITION IN SUMMARY, THAT
2 I DO NOT BELIEVE THAT THE TERM NORTH COAST SHOULD BE PERMITTED
3 BECAUSE IT DOES NOT CLARIFY TO THE CONSUMER. IT CONFUSES THE
4 CONSUMER. I THINK IT THROWS UP A DELIBERATE SMOKESCREEN. I
5 THINK THE DIRECTION WE SHOULD BE GOING FOR APPELLATIONS IS TO
6 FURTHER DEFINE THE APPELLATION BY USE OF VITICULTURAL AREAS ON
7 THE LABEL SUCH AS NAPA VALLEY, MARTHA'S VINEYARD, AS IN THE CASE
8 OF JOE HEITZ. THIS IS NOW TELLING THE CONSUMER SPECIFICALLY
9 WHERE IN THE NAPA VALLEY, EVEN, THAT THESE GRAPES COME FROM AND
10 NOT THAT THE GRAPES COME FROM SOME REGION THAT MAY RUN FROM THE
11 CARNEROS AREA TO UKIAH.

12 BUT I THINK THAT IF WE ARE GOING TO PERMIT THIS
13 APPELLATION, THEN CERTAINLY HISTORICALLY, SOIL-WISE, CLIMATE-WISE
14 IT WAS A MISTAKE TO ELIMINATE LAKE COUNTY FROM THE INCLUSION IN
15 THE NORTH COAST OF SOME YEARS AGO.

16 THANK YOU.

17 THE CHAIRMAN: THANK YOU.

18 MRS. KIRK: I HAVE A QUESTION. YOUR FIRST ARGUMENT IS
19 THAT YOU WOULD BE, BASICALLY, AGAINST THE NORTH COAST APPELLATION.
20 IN THE ALTERNATIVE, YOU PROPOSE THAT WE CARVE OUT DIFFERENT
21 BOUNDARIES OF A VITICULTURAL NATURE.

22 DO YOU HAVE ANY SPECIFIC PROPOSALS AS TO WHAT THE NORTH
23 COAST BOUNDARIES SHOULD BE?

24 MR. MEYER: NO. BECAUSE I WOULD ONLY GO TO THAT STEP
25 IF YOU TELL ME YOU INSIST ON HAVING A NORTH COAST APPELLATION. MY
26 FIRST CHOICE, OR OUR FIRST HALF GAME PLAN IS THAT I AM AGAINST
27 THE NORTH COAST. BUT, IF IT MUST BE, THEN -- BUT I AM ACQUAINTED
28 WITH THE SUBMISSION OF THE NAPA VALLEY VINTNERS, OF WHICH I AM A

1 MEMBER, FOR THE NAPA VALLEY APPELLATION. AND I THINK THEY TRIED
2 TO TAKE INTO CONSIDERATION THE FACTORS THAT YOU OUTLINED AT THE
3 VERY BEGINNING THAT YOU WOULD CONSIDER AS CRITERIA FOR THE
4 APPELLATION; NAMELY, HISTORY, WATER SHED, SOIL, CLIMATE. AND SO
5 THEY DIDN'T INVOLVE ALL OF NAPA COUNTY SIMPLY BECAUSE PARTS OF
6 NAPA COUNTY HISTORICALLY HAVE NOT BEEN INVOLVED IN THE REPUTATION
7 OF THE NAPA VALLEY GROWING GRAPES, AND ALSO BECAUSE MAYBE THE
8 CLIMATE CONDITION IN THE WESTERN NAPA VALLEY IS DRASTICALLY
9 DIFFERENT. AND THEN MAYBE THERE ARE AREAS IN THE NAPA VALLEY
10 WHERE YOU COULD NOT GROW GRAPES ECONOMICALLY IF YOU WANTED TO
11 BECAUSE YOU WOULD HAVE TO RECLAIM THE LAND FROM NATURE.

12 SO I AM QUITE SURE THAT, IF SOMEBODY TAKES A LOOK AT
13 THESE OTHER AREAS, THE FIRST CRITERIA WOULD BE THAT UP UNTIL NOW
14 CERTAIN PARTS OF MENDOCINO AND SONOMA COUNTY HAVE NEVER GROWN
15 GRAPES, SO WHY SHOULD THE COUNTY LINE BE THE DESIGNATION FOR THE
16 NORTH COAST APPELLATION? YOU MIGHT AS WELL ELIMINATE ABOUT HALF
17 OF THOSE COUNTIES, I WOULD GUESS. AND THEN YOU WOULD GET DOWN
18 TO HISTORICALLY WHAT HAS THE SIMILARITIES OF CLIMATE. AND YOU ARE
19 TALKING ABOUT AT LEAST THREE REGIONS IN EVERY ONE OF THESE
20 COUNTIES. AND, YOU KNOW, ALL OF THE DATA THAT I HEARD THIS
21 AFTERNOON PRESENTED ON SOILS AND CLIMATES CAN BE INTERPRETED ANY
22 WAY YOU WANT TO. JUST LIKE THE BIBLE. YOU CAN USE IT TO PROVE
23 WHATEVER YOU WANT, WHATEVER SIDE YOU ARE ON.

24 BUT FROM MY OWN EXPERIENCE WITH LAKE COUNTY, WHERE WE
25 HAVE TWO LOCATIONS, AND NAPA VALLEY, YOU MIGHT VERY LIKELY SAY
26 THAT THE DEGREE DAY ACCUMULATION IS VERY SIMILAR. BUT THE PEOPLE
27 LIKE AMERINE WHO PUT THAT TOGETHER WILL TELL YOU THAT IT IS TIME
28 -- AND I HEARD HIM SAY SATURDAY AT A SYMPOSIUM THAT HE LEFT A LOT

1 TO BE DONE, PARTICULARLY WITH THIS, THAT IT IS NOT ALL THE END
2 ALL. AND I CAN FIND YOU REGION III'S ALL OVER THE STATE THAT
3 CAN PRODUCE SOME PRETTY POOR WINES. SO THE ACCUMULATION IS NOT
4 THAT DEFINITIVE.

5 WE FIND, FOR INSTANCE, IN LAKE COUNTY WHERE, WHILE WE
6 MIGHT HAVE THE SAME DEGREE DAYS, IN THE BEGINNING OF THE SEASON
7 WE ARE HUNDREDS OF DEGREE DAYS BEHIND; AND THEN WE GET INTENSE
8 HEAT, WHICH SUDDENLY CATCHES US UP. AND WE STILL COME IN AND
9 MATURE LATER THAN OUR NAPA GRAPES. SO I AM SURE THAT THE
10 INTENSITY OF THE HEAT, THE COOLNESS OF THE NIGHT -- ALL KINDS OF
11 THINGS HAVE TO DO WITH THE QUALITY OF THE GRAPES. BUT, STILL,
12 YOU HAVE TO GET BACK TO WHICH OF THESE AREAS CONTRIBUTED TO
13 ESTABLISHING THE NORTHERN CALIFORNIA AREA AS A PREMIUM WINE-
14 GROWING AREA.

15 THE CHAIRMAN: MR. MEYER, THANK YOU.

16 BOB DWYER.

17

18 ROBERT A. DWYER,

19 ON BEHALF OF THE NAPA VALLEY GRAPE GROWERS ASSOCIATION, TESTIFIED
20 AS FOLLOWS:

21 MR. CHAIRMAN, MEMBERS OF THE PANEL, MY NAME IS ROBERT
22 DWYER. I AM TESTIFYING TODAY AS THE EXECUTIVE DIRECTOR OF THE
23 NAPA VALLEY GRAPE GROWERS ASSOCIATION REPRESENTING THE ASSOCIA-
24 TION'S BOARD OF DIRECTORS.

25 THE NAPA VALLEY GRAPE GROWERS ASSOCIATION IS OPPOSED
26 TO THE CREATION OF A NORTH COAST VITICULTURAL AREA AT THIS TIME
27 FOR THE FOLLOWING REASONS: THE NAPA VALLEY GRAPE GROWERS
28 ASSOCIATION AND THE NAPA VALLEY VINTNERS JOINTLY PETITIONED THE

1 BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS FOR THE CREATION OF A
2 NAPA VALLEY VITICULTURAL AREA ON JANUARY 17, 1979. TODAY, JUST
3 DAYS SHORT OF A FULL TWO YEARS, WE, THE NAPA VALLEY, ARE STILL
4 WAITING FOR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA.

5 ADMINISTRATIVE HEARINGS WERE PROPERLY HELD IN THE LATE
6 SPRING OF 1980, AND TODAY, NINE MONTHS LATER, WE ARE STILL WAITING
7 FOR A DECISION, AMID RUMOR, FALSE OR NOT SO FALSE HOPES, AND TOTAL
8 UNCERTAINTY.

9 THIS WEEK YOU ARE HEARING PROPOSALS FOR THE CREATION OF
10 TWO VITICULTURAL AREAS THAT COULD HAVE SIGNIFICANT PRESENT AND
11 FUTURE IMPACT ON THE NAPA VALLEY VITICULTURAL AREA. THE NORTH
12 COAST VITICULTURAL AREA PROPOSAL BEING CONSIDERED TODAY IS ONE OF
13 THE SIGNIFICANT PROPOSALS.

14 IT IS THE OPINION OF THE BOARD OF DIRECTORS OF THE NAPA
15 VALLEY GRAPE GROWERS ASSOCIATION THAT BEFORE A NORTH COAST
16 VITICULTURAL AREA IS SERIOUSLY CONSIDERED, WE MUST FIRST HAVE,
17 ONE, A CLEAR DELINEATION OF THE NAPA VALLEY VITICULTURAL AREA;
18 AND, SECONDLY, MUST CLEARLY UNDERSTAND THE TREASURY DEPARTMENT'S
19 POSITION ON THE CONCEPT OF A VITICULTURAL AREA WITHIN A VITICUL-
20 TURAL AREA.

21 THE CODE OF FEDERAL REGULATIONS, SPECIFICALLY TITLED
22 27, CHAPTER 1, PART 4 -- LABELLING AND ADVERTISING OF WINE
23 APPELLATION OF ORIGIN -- IS QUIET ON THE CONCEPT OF A VIT AREA
24 WITHIN A VIT AREA. WHILE THE CODE DOES NOT SPECIFICALLY PROHIBIT
25 THIS FROM OCCURRING, NEITHER DOES IT SPECIFICALLY PERMIT THIS
26 VITICULTURAL AREA OVERLAPPING OR OVERLAYING CONCEPT.

27 THE POSSIBILITY THAT A CHALLENGE COULD ARISE OVER THIS
28 POINT CONCERNS THE NAPA VALLEY GRAPE GROWERS ASSOCIATION. COUPLE

1 THIS CONCERN WITH THE UNCERTAINTY IN OUR MINDS TODAY AS TO THE
2 APPROVAL OF A NAPA VALLEY VITICULTURAL AREA, AND YOU SHOULD
3 UNDERSTAND OUR RETICENCE RELATIVE TO MOVING AHEAD WITH PROPOSALS
4 FOR AREAS LARGER THAN AND INCLUDING THE POTENTIAL NAPA VALLEY
5 AND/OR AREAS SMALLER THAN AND WITHIN THE POTENTIAL NAPA VALLEY.
6 EITHER OF THE BEFORE-MENTIONED OVERLAYS OF VITICULTURAL AREAS ARE
7 OPEN TO CHALLENGE, AND THE NAPA VALLEY GRAPE GROWERS ASSOCIATION
8 IS PROPERLY CONCERNED ABOUT THE IMPACTS OF SUCH A CHALLENGE AND
9 THE FINAL RESOLUTION OF THE PROBLEMS THAT WOULD CERTAINLY ARISE
10 FROM SUCH A CHALLENGE.

11 THEREFORE, I MUST URGE THE BUREAU TO CAREFULLY CONSIDER
12 MY POINTS TODAY AND MOVE SPEEDILY WITH THE APPROVAL OF THE NAPA
13 VALLEY AND IMMEDIATELY TAKE APPROPRIATE ACTION TO CLARIFY THE
14 PERMISSIBILITY OR LACK THEREOF OF THIS VIT AREA OVERLAY PROBLEM
15 I HAVE BROUGHT TO YOUR ATTENTION.

16 THE NAPA VALLEY GRAPE GROWERS ASSOCIATION HAS BEEN
17 IMPRESSED WITH THE EXEMPLARY ADMINISTRATIVE HEARING PROCEDURES
18 CONDUCTED TO DATE BY THE BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS.
19 I HAVE PERSONALLY BEEN INVOLVED WITH YOUR AGENCY SINCE JULY, 1975,
20 WHEN YOU FIRST PUBLISHED THE RULE-MAKING NOTICES THAT BRING US
21 TOGETHER AGAIN TODAY. YOU HAVE PATIENTLY LISTENED TO INCALCULABLE
22 HOURS OF TESTIMONY AND RESPONSIVELY DISTILLED THE COMMENTS OF ALL
23 CONCERNED PARTIES THROUGH HEARING AFTER HEARING, AND I COMMEND
24 YOU FOR THE EXCELLENT JOB YOU HAVE DONE FOR THE CONSUMER AND THE
25 WINE INDUSTRY. AND MY REMARKS TODAY IN NO WAY DETRACT FROM THE
26 QUALITY OF YOUR PAST AND PRESENT EFFORT.

27 THE CHAIRMAN: THANK YOU.

28 MR. MIKE TOPOLOS.

1 FOR ALL LEAVING THE HEARING, ONLY EXIT OUT THE "E"
2 STREET ENTRANCE TO THE BUILDING. ALL OTHER ENTRANCES ARE CLOSED.

3 I AM WONDERING WHETHER OR NOT TO MENTION THE STATUS OF
4 THE NAPA APPELLATION. IT IS DIFFICULT TO SAY ANYTHING WITHOUT
5 SOUNDING DEFENSIVE.

6 IT IS MOVING AND HAS GONE BEYOND THE BUREAU AND HAS
7 BEEN BEYOND THE BUREAU FOR QUITE SOME TIME.

8 AS WITH MANY THINGS, WHEN THE ADMINISTRATION CHANGES,
9 THERE IS AN URGE TO DO SOME THINGS AND AN URGE TO MAKE SOME THINGS
10 HAPPEN BEFORE JANUARY 20, VIS-A-VIS THE IRAN SITUATION, AND ALSO
11 THIS, WHICH IS MUCH LESS IMPORTANT THAN THE IRAN SITUATION BUT
12 MUCH MORE RELEVANT TO US.

13 I WOULD LIKE TO ANTICIPATE A FINAL DECISION ON THAT
14 SOME TIME PRIOR TO JANUARY 20. I DO NOT PROMISE THAT. I CANNOT
15 PROMISE THAT. BUT IT IS -- ALL THAT IS MISSING IS A SIGNATURE
16 RIGHT NOW, SO I WOULD HOPE TO HAVE IT OCCUR PRIOR TO JANUARY 20.
17 I WILL PROBABLY GET IN JAIL FOR SAYING THAT.

18
19 MICHAEL J. TOPOLOS,

20 TESTIFIED AS FOLLOWS:

21 IT IS GETTING LATE. I WANT TO INTRODUCE MYSELF AS
22 MICHAEL TOPOLOS. I AM A GRAPE GROWER, VINTNER, AUTHOR, AND HAVE
23 BEEN FAIRLY ACTIVE IN THE WINE BUSINESS THE LAST 17 YEARS OF MY
24 LIFE.

25 WHAT I AM HERE TODAY IS I TEACH PEOPLE ABOUT WINE.
26 THIS SPRING I HAVE A SEMINAR, THE NAPA, SONOMA, MENDOCINO WINE
27 SEMINAR, REPRESENTING THE NORTH COAST. AND THIS ISSUE OF THE
28 NORTH COAST APPELLATION -- I HAVE SOLVED THIS IN THE PAST. THIS

1 IS ONE OF MY BOOKS, NAPA VALLEY WINERIES. I HAVE ALWAYS REFERRED
2 TO THIS VITICULTURAL AREA AS THE NOBLE NORTH COAST -- NAPA,
3 SONOMA, AND MENDOCINO.

4 I HAVE A TERRIFIC FEALTY WITH CONSUMERS BECAUSE I DEAL
5 WITH SOMEWHERE FROM SIX TO EIGHT SEMINARS EVERY SEMESTER. THAT
6 PUTS ME IN CONTACT WITH A MINIMUM OF 200 PEOPLE. IN DOING SO, I
7 HAVE THIS FEALTY TOWARDS THE CONSUMER IN ADDRESSING WINES AS
8 DEFINITELY AS POSSIBLE.

9 WHAT I WOULD QUESTION NOW IS EXPANDING A NOTABLE WINE-
10 GROWING AREA. IN MY MIND, A WINE LABEL -- THE PURPOSE OF A WINE
11 LABEL, DIRECTLY INFLUENCING THE CONSUMER, WOULD BE PINPOINTING
12 THE ORIGIN OF THE GRAPES, NOT DILUTING THAT.

13 WHEN YOU DEAL WITH AN AREA -- WE HAVE A BOTTLE OF WINE
14 IN OUR HAND, AND IT SAYS CALIFORNIA CHARDONNAY. THE FIRST THING
15 THAT COMES TO MY MIND AND WHAT I TRANSMIT TO MY PUPILS IS WHAT
16 YOU ARE DEALING WITH WOULD BE THE LEAST COMMON DENOMINATOR FROM
17 THAT LABEL. THE WINE BOTTLE TELLS YOU CALIFORNIA. DO NOT THINK
18 OF NAPA VALLEY. DO NOT THINK OF LAKE COUNTY. THINK OF THE WORST
19 POSSIBLE LOCATION THOSE GRAPES COULD COME FROM BECAUSE THE ORIGIN
20 IS DILUTE.

21 CONVERSELY, IF YOU COME ONTO A WINE BOTTLE LABEL THAT
22 HAS THE DIRECT ORIGIN OF THE VINEYARD DESIGNATION, GOING NOT ONLY
23 DOWN FROM STATE TO COUNTY TO VALLEY, RIGHT TO THAT VERY VINEYARD
24 IN WHICH THE GRAPES ARE GROWN, THEN YOU HAVE THE ABILITY TO
25 PINPOINT THE GRAPE. AND I THINK IT IS VERY IMPORTANT.

26 YOU ARE ALL VERY AWARE OF THE FACT THAT, ALTHOUGH WE IN
27 THE NORTH COAST REPRESENT LESS THAN 10 PER CENT OF THE WINE
28 INDUSTRY IN CALIFORNIA, WE ARE RESPONSIBLE FOR THE ROMANCE. WE

1 CARRY THE ENTIRE BURDEN, THE ROMANCE OF THIS BEVERAGE THAT WE
2 REPRESENT. AND DILUTING THAT IN ANY FORM WOULD BE AGAINST ANY
3 OF THE PRINCIPLES IN WHICH WE OPERATE IN GROWING GRAPES AND MAKING
4 WINE.

5 I WANT TO KEEP THINGS SHORT. THOSE ARE THE TWO POINTS
6 THAT I WANT TO MAKE PERFECTLY CLEAR. THE ROMANCE IS RESTING ON
7 OUR SHOULDERS, AND WE SHOULD NEVER DO ANYTHING TO DILUTE THAT.

8 QUESTIONS?

9 MR. MINTON: I HAVE ONE.

10 YOU KEEP TALKING ABOUT THIS DILUTION. THAT KIND OF
11 IMPLIES ANYTHING OUTSIDE THESE AREAS IS OF LOWER QUALITY. DO YOU
12 THINK OF THE WINES OF LAKE COUNTY AND THAT AREA OF SOLANO OF LOWER
13 QUALITY?

14 MR. TOPOLOS: NOT NECESSARILY. I HAVE TO FALL BACK ON
15 THE HISTORICAL PRECEDENTS THAT WERE SET. FRONA EUNICE WAIT,
16 1899, WROTE OF NAPA VALLEY, THE BANNER WINE COUNTY. SONOMA HAS
17 COME IN ON THAT, TOO.

18 AT THE TURN OF THE CENTURY, SONOMA GRAPES WERE COMMAND-
19 ING EVEN HIGHER PRICES THAN NAPA GRAPES. I HAVE TO QUALIFY MYSELF
20 HERE AS A SONOMA CHAUVINIST. I AM HERE. I HAVE BEEN FOR THE LAST
21 15 YEARS BY CHOICE, NOT BY CHANCE. I FEEL WE CAN GROW GRAPES
22 HERE TO SUCH DISTINGUISHED HEIGHTS THAT WE ARE IN A GIFT CLIMATE,
23 PRETTY MUCH. GRAPES CAN BE GROWN TO DISTINCTION HERE AND IN SO
24 FEW PLACES IN THE WORLD, THAT WE REALLY HAVE TO HARBOR THAT.
25 LA ROMANEE ON THE COTE DE NUITS IN FRANCE, WE ARE TALKING OF A
26 WORLD-FAMOUS VINEYARD WITH 2.4 ACRES; ECHEZEAUX, 17 ACRES. WE
27 ARE TALKING ABOUT LESS THAN 100 ACRES IN PRODUCTION. CHATEAU
28 LAFITE-ROTHSCHILD. VERY, VERY SMALL.

1 THE THING THAT KEEPS THE INDUSTRY GOING AND EXCITING IS
2 THE ROMANCE POTENTIAL. AND WE HAVE GOT IT IN THIS AREA.

3 THERE ARE VINEYARDS IN THE NORTH COAST COUNTIES THAT
4 DO NOT DO US ANY CREDIT. JUST A FEW PLACES THAT GRAPES CAN BE
5 GROWN AND PEOPLE ARE SMART ENOUGH NOT TO INTERFERE TOO MUCH WITH
6 THE PROCESS. YOU CAN MAKE GREAT WINES. AND I'M TALKING ABOUT
7 NOT 10 PER CENT OF THE BUSINESS HERE. I AM TALKING ABOUT ONE
8 ONE-HUNDREDTH OF THE BUSINESS. THE ASPECT OF QUALITY THAT
9 SUPPORTS THE ENTIRE INDUSTRY AND PERPETRATES PEOPLE'S INTEREST
10 AND THE PHENOMENA THAT GOES ON -- WE ARE NOT TALKING JUST ANY
11 BEVERAGE. WE ARE TALKING WINE AND ITS POTENTIAL.

12 DID I ANSWER YOUR QUESTION?

13 MR. MINTON: I THINK SO.

14 THE CHAIRMAN: THANK YOU VERY MUCH.

15 MR. RONALD WICKER? WE OUTLASTED HIM.

16 OH. I AM SORRY. HE IS HERE.

17
18 RONALD J. WICKER,

19 PRESIDENT OF THE NAPA COUNTY FARM BUREAU, TESTIFIED AS FOLLOWS:

20 I GUESS THE APPROPRIATE ADDRESS NOW IS GOOD EVENING.

21 THE CHAIRMAN: TRY GOOD NIGHT. THAT IS GOING OVER
22 PRETTY WELL.

23 MR. WICKER: MR. CHAIRMAN AND MEMBERS OF THE BOARD, I
24 HAVE A COPY FOR EACH OF YOU. FOLLOW THROUGH, IF YOU WOULD LIKE.

25 MY NAME IS RON WICKER. I AM TESTIFYING TODAY AS
26 PRESIDENT OF THE NAPA COUNTY FARM BUREAU, REPRESENTING THE
27 ORGANIZATION'S BOARD OF DIRECTORS.

28 THE NAPA COUNTY FARM BUREAU WOULD LIKE TO REGISTER ITS

1 CONCERN FOR AND OPPOSITION TO THE FORMATION OF A NORTH COAST
2 VITICULTURAL AREA AT THIS TIME. IN JANUARY OF 1979, THE BUREAU
3 OF ALCOHOL, TOBACCO, AND FIREARMS WAS PETITIONED FOR THE FORMATION
4 OF THE NAPA VALLEY VITICULTURAL AREA. HEARINGS WERE HELD IN NAPA
5 IN APRIL, 1980; AND, TO THIS DAY, WE AWAIT WORD ON THE OUTCOME
6 OF THOSE HEARINGS. I UNDERSTAND, HOPEFULLY, THAT WORD WILL BE
7 COMING WITHIN THE NEXT TWO OR THREE DAYS.

8 AT THIS TIME WE FEEL IT IMPROPER TO CONSIDER THE CREATION
9 OF ANOTHER VITICULTURAL AREA THAT COULD GREATLY AFFECT THE NAPA
10 VALLEY VITICULTURAL AREA. AT THIS TIME, IT IS NOT CLEAR TO US IF
11 THE REGULATIONS ALLOW THE FORMATION OF ONE VIT AREA WITHIN ANOTHER
12 VIT AREA. IF A VITICULTURAL AREA IS ESTABLISHED ON THE BASIS OF
13 EVIDENCE RELATING TO THE GEOGRAPHICAL FEATURES -- CLIMATE, SOIL,
14 ELEVATION, PHYSICAL FEATURES, ET CETERA -- WHICH DISTINGUISH THE
15 VITICULTURAL FEATURES OF THE PROPOSED AREA FROM SURROUNDING AREAS,
16 THEN WE WOULD FIND IT HARD TO SUPPORT THE FORMATION OF VITI-
17 CULTURAL AREAS CONTAINED WITHIN OR OVERLAPPING WITH OTHER
18 VITICULTURAL AREAS.

19 THE NAPA VALLEY HAS LONG BEEN ESTABLISHED AND RECOGNIZED
20 BY ITS DISTINGUISHING FEATURES. FOR MANY YEARS, NAPA COUNTY HAS
21 BEEN RECOGNIZED AS A SEPARATE PRICING DISTRICT BY THE BUREAU OF
22 MARKET NEWS, THE CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE.
23 WHEN SB1609 MANDATED THE DESCRIPTION OF PRICING DISTRICTS, NAPA
24 COUNTY WAS AGAIN SEPARATED FROM OTHER NORTH COAST AREAS. FOR A
25 NUMBER OF YEARS, SONOMA COUNTY WAS LINKED WITH MARIN COUNTY AND
26 MENDOCINO WAS LINKED WITH LAKE COUNTY. THIS ADDS SOME HISTORICAL
27 AND LEGISLATIVE SIGNIFICANCE TO OUR DESIRE TO HAVE A SEPARATE
28 VITICULTURAL AREA.

1 WE FEEL THAT CLARIFICATION OF THE REGULATIONS AT THIS
2 TIME SEEMS NECESSARY BEFORE THE BUREAU CONSIDERS THE FORMATION OF
3 VITICULTURAL AREAS WITHIN OR OVERLAPPING WITH OTHER VITICULTURAL
4 AREAS.

5 I UNDERSTAND THE BUREAU HAS A JOB TO DO WHICH WILL
6 SIGNIFICANTLY AFFECT OUR WINE PRODUCING INDUSTRY. I WOULD LIKE
7 TO COMPLIMENT YOU ON THE PROCESS BY WHICH YOU PATIENTLY LISTEN
8 TO AND DIGEST RESPONSES FROM ALL PARTIES CONCERNED. AND I AM
9 SURE THAT YOUR JUDGMENT AND INTERPRETATION OF THE REGULATIONS
10 WILL BE FAIR TO EVERYBODY INVOLVED.

11 THANK YOU.

12 THE CHAIRMAN: THANK YOU.

13 ANY QUESTIONS?

14 A VOICE: THERE WAS ONE MORE PERSON ORIGINALLY IN THE
15 AUDIENCE, MR. BRYCE JONES. HE MAY NOT BE HERE.

16 YES, HE IS HERE.

17
18 BRYCE JONES,

19 TESTIFIED AS FOLLOWS:

20 MY NAME IS BRYCE JONES, PRESIDENT OF THE SONOMA-CUTRER
21 VINEYARDS, PRIMARILY IN SONOMA COUNTY NOW. WE SELL ACROSS COUNTY
22 LINES. AND MY POINT IS VERY SHORT.

23 I DO NOT KNOW HOW YOU ARE GOING TO FIGURE ALL THIS OUT.
24 I AGREE WITH EVERYTHING THAT HAS BEEN SAID TODAY WITH ONE
25 EXCEPTION. AND THAT IS I DO NOT THINK ANY OF US ARE FACING
26 ECONOMIC DISASTER NO MATTER HOW YOU COME OUT ON IT.

27 I DO THINK, HOWEVER, THAT THE GROWERS IN THE THREE
28 EXISTING COUNTIES OF THE NORTH COAST APPELLATION IN THE LONG RUN

1 WILL RECEIVE LOWER PRICES. HOW MUCH LOWER, I CANNOT SAY. I DON'T
2 HAVE A COMPUTER. BUT IT IS VERY SIMPLE.

3 WE HAVE SIX OR EIGHT, OR MAYBE MORE THIS YEAR, WINES
4 OUT WITH OUR VINEYARD APPELLATION ON THEM. AND, OF COURSE, WHEN
5 WE SIT DOWN AND TALK TO THE WINERY ABOUT THE GRAPES EACH YEAR
6 ABOUT THAT, WE HAVE A LITTLE SOMETHING TO SAY ABOUT IT BECAUSE WE
7 ARE INVESTING IN THE MARKET. SO, AS A CONSEQUENCE, WE GET HIGHER
8 PRICES THE SMALLER THE APPELLATION.

9 I THINK IF YOU EXPAND THE APPELLATION NORTH COAST, THE
10 NATURAL LAWS OF SUPPLY AND DEMAND WILL RESULT IN THE FACT THAT
11 THE WINERY WHO CHOOSES TO USE THE NORTH COAST APPELLATION WILL
12 HAVE A LARGER ARRAY OF GRAPES FROM WHICH TO CHOOSE. AS A
13 CONSEQUENCE, THEY CAN TRADE OFF ONE GROWER AGAINST ANOTHER, AND
14 THEY DO. AND, AS A CONSEQUENCE, THEY DEPRESS THE PRICE EVEN
15 FURTHER FROM WHAT MANY OF THEM ARE NOW. AND I AM SURE THAT LAKE
16 COUNTY SUFFERS DEPRESSED PRICES. I AM NOT SURE THAT THE REASONS
17 ARE ALL LINED UP, BUT THEY ARE LOWER PRICES. AND THAT IS THE
18 ECONOMIC, THE FINANCIAL DILUTION.

19 IT WILL BE A FACT OF LIFE. AND HOW MUCH DILUTION, I
20 CANNOT SAY, BUT I BELIEVE THAT THE DILUTION TO THE MAJORITY OF
21 THE GROWERS IN THE THREE COUNTIES WILL BE AT LEAST THAT GAINED
22 BY THE LAKE COUNTY GROWERS. IT DOES NOT TAKE MANY GRAPES THROWN
23 INTO THE OPEN MARKET TO SERIOUSLY DEPRESS GRAPES. AND I CAN TELL
24 YOU THAT. I AM SURE BOB DWYER CAN TELL YOU THAT YOU NEED \$800 A
25 TON TO BREAK EVEN. I DOUBT IF ANYBODY HERE AVERAGED THAT OVER
26 THE PAST YEAR, AND WE JUST DO NOT NEED ANY FURTHER LOSS THAN WE
27 HAVE ALREADY. HOW MUCH, I DON'T KNOW.

28 THANK YOU.

1 MR. GEORGE: IN ESSENCE, ARE YOU ASKING US IF WE DID
2 APPROVE A NORTH COAST VITICULTURAL AREA TO CONFINE IT TO THE
3 THREE COUNTIES PROPOSED? IS THAT WHAT YOU ARE SAYING TO US?

4 MR. JONES: MY PAROCHIAL VIEW WOULD BE AGAINST
5 EXPANDING THE AREA AND TAKING ANY FURTHER GRAPES. I AGREE I AM
6 ONE GROWER, BUT I WILL BE AFFECTED FINANCIALLY. I THINK PROBABLY
7 TO THE SAME EXTENT THAT MOST OF THE GROWERS IN LAKE COUNTY WILL
8 BE, CONVERSELY.

9 THE CHAIRMAN: THANK YOU, MR. JONES.

10 IS THERE ANYONE ELSE WHO WOULD WANT TO PRESENT TESTIMONY
11 AT THIS TIME?

12 A VOICE: YES, SIR.

13
14 LOUIS P. MARTINI,

15 TESTIFIED AS FOLLOWS:

16 MY NAME IS LOUIS MARTINI, PRESIDENT AND WINEMAKER FOR
17 THE LOUIS MARTINI WINERY IN ST. HELENA. WE HAVE A THOUSAND ACRES
18 OF GRAPES, ABOUT 500 OF WHICH ARE IN SONOMA COUNTY AND 500 OF
19 WHICH ARE IN NAPA COUNTY. AND FROM THAT YOU UNDOUBTEDLY CONCLUDE
20 THAT I AM GOING TO COME IN FAVOR OF THE NORTH COAST. I AM NOT.
21 IN FACT, I WAS NOT EVEN PLANNING TO TESTIFY TODAY; BUT, AFTER
22 EVERYTHING I HEARD AND ESPECIALLY AFTER ALL THE WORK A FEW YEARS
23 BACK AND MANY HOURS THAT MANY OF US PUT IN ON THE WINE INSTITUTE
24 COMMITTEE ON HELPING THE BUREAU FORMULATE NEW REGULATIONS, I
25 THINK WE ARE GOING IN THE WRONG DIRECTION FROM THE PHILOSOPHY
26 THAT WAS DEVELOPED AT THAT TIME.

27 I THINK THAT EXPANDING A VITICULTURAL AREA IS NOT WHAT
28 WE REALLY WANT TO DO. IF I REMEMBER, IF YOU WILL RECALL, SOME OF

1 YOU WERE AT THE NAPA HEARING, I THINK. IF YOU WILL RECALL, SOME
2 OF MY TESTIMONY I GAVE THERE WAS THAT I FELT THAT THE NAPA VALLEY
3 DESERVED ONE VITICULTURAL AREA BECAUSE, EVEN THOUGH THERE WERE
4 DIFFERENCES OF QUALITY IN THE GRAPE; NOT ONLY QUALITY, BUT EVEN
5 CHARACTER IN THE GRAPES, FROM ONE END OF THE VALLEY TO THE OTHER,
6 THERE WAS A COMMON THREAD THAT RAN THROUGHOUT THE VALLEY, A
7 CHARACTERISTIC THAT COULD BE IDENTIFIED AS NAPA VALLEY. I DO NOT
8 FEEL THAT THAT IS AT ALL TRUE OF NAPA, SONOMA, AND MENDOCINO, LET
9 ALONE LAKE AND THE OTHER AREA, AS WELL.

10 I THINK THE PURPOSE OF AN APPELLATION AND THE PURPOSES
11 THAT ARE OUTLINED FOR APPELLATION HAVE NOTHING TO DO WITH ECONOMIC
12 HARDSHIP. THEY HAVE NOTHING TO DO WITH PLUS OR MINUS QUALITY.
13 THEY SIMPLY HAVE SOMETHING TO DO WITH THE CHARACTER OF THE GRAPES
14 AND THE WINES THAT ARE MADE FROM GRAPES THAT ARE GROWN IN LIKE
15 AREAS. AND I JUST DO NOT THINK THAT THOSE FOUR AREAS ARE ALIKE.

16 NOW, SURE, YOU CAN BLEND ONE WITH THE OTHER AND YOU
17 CAN MAKE YOUR OWN STYLE. WE, THROUGHOUT THE YEARS, HAVE ALWAYS
18 USED THE APPELLATION CALIFORNIA, AND MOST OF OUR WINES ARE BLENDS
19 OF NAPA AND SONOMA COUNTY GRAPES. BUT THEY ARE NOT TYPICALLY
20 NAPA VALLEY GRAPES OR WINES. THEY ARE NOT TYPICALLY SONOMA COUNTY
21 WINES, EITHER. AND I THINK TO HAVE THAT LARGE AN AREA IS REALLY
22 DEFEATING THE PURPOSE OF HAVING THESE VITICULTURAL AREAS.

23 YOU ARE GOING TO ALSO RUN INTO SOME OTHER PROBLEMS.
24 THERE IS A REGULATION NOW, I THINK, ON THE ESTATE BOTTLE. IF THIS
25 WENT THROUGH, I COULD PUT OUT A -- I COULD TAKE GRAPES FROM
26 MENDOCINO COUNTY IF I OWNED A VINEYARD IN MENDOCINO COUNTY, BRING
27 THEM DOWN TO ST. HELENA, PUT OUT AN ESTATE BOTTLED WINE; BUT I
28 COULD NOT PUT OUT A NAPA COUNTY ESTATE BOTTLED WINE. THAT DOES

1 NOT EVEN MAKE SENSE. YOU KNOW. I THINK THERE WOULD BE SO MANY
2 RAMIFICATIONS OF THIS. WHEN YOU START LOOKING AT IT IN RESPECT
3 TO SOME OF THE OTHER LEGISLATIONS WITH REGARD TO THE VARIOUS
4 LABELLING REGULATIONS, THEN WE ARE GOING TO GET INTO SOME REAL
5 PROBLEMS, AND IT IS GOING TO BE VERY CONFUSING.

6 I WOULD LIKE TO MAKE ONE OR TWO POINTS. THE POINT WAS
7 MADE OF GRAPES COMING INTO NAPA VALLEY AND BEING USED BY NAPA
8 VALLEY WINERIES, AND, THEREFORE, THEY SHOULD DRAW THE SAME PRICE
9 AS NAPA VALLEY GRAPES. WELL, YOU CAN USE GRAPES FOR BLENDING
10 THAT MAY NOT STAND ALONE, AND THAT DOES NOT NECESSARILY MAKE THEM
11 THE SAME QUALITY AS THE GRAPES YOU BLEND THEM WITH. IF YOU HAVE
12 A CORE OR A HIGH PERCENTAGE OF ONE GRAPE, YOU CAN CERTAINLY
13 BLEND OTHER GRAPES IN WITH IT THAT MAY NOT STAND ALONE; WHEREAS
14 THE ORIGINAL GRAPE, SAY, THE NAPA VALLEY GRAPES, COULD VERY WELL
15 STAND ALONE.

16 I DO NOT HAVE ANY OBJECTION ON A QUALITY BASIS. I
17 THINK ALL THESE AREAS MAKE THEIR OWN DISTINCTIVE WINES. AND
18 QUALITY IS SOMETHING THAT DEPENDS UPON INDIVIDUALS. I KNOW THAT
19 ABOUT 20 YEARS AGO WE NEEDED MORE GRAPE LAND, AND WE LOOKED AT
20 MENDOCINO COUNTY VERY THOROUGHLY, AND AT MANY VINEYARDS. WE
21 TASTED ALL THE WINES WE COULD GET OUR HANDS ON FROM MENDOCINO
22 COUNTY AS FAR AS BOTH BOTTLED AND BULK.

23 AND WE CAME TO THE CONCLUSION THAT THESE WINES WERE NOT
24 REALLY COMPATIBLE WITH WHAT WE WANTED TO PUT OUT IN OUR AREA.
25 THEY WERE SUFFICIENTLY DIFFERENT -- I WILL PUT IT THAT WAY -- THAT
26 WE DID NOT FEEL THEY WERE COMPATIBLE. OR THEY WILL -- I WILL
27 PUT IT ANOTHER WAY. WE WOULD CHANGE OUR BASIC WINE OR STYLE WE
28 HAD BEEN MAKING SUFFICIENTLY THAT WE DID NOT REALLY WANT TO MAKE

1 THAT CHANGE. THEREFORE, WE ABANDONED LOOKING FOR LAND IN THAT
2 AREA AND DECIDED TO STICK WITH SONOMA AND NAPA COUNTY LAND, WHICH
3 WE DID.

4 I CAN UNDERSTAND THE GROWERS OF SOME OF THESE AREAS
5 TRYING TO GET IN AND GROUPING NAPA, SONOMA, AND MENDOCINO AND
6 ALL THESE TOGETHER BECAUSE IT IS TO THEIR ADVANTAGE. I CANNOT
7 REALLY UNDERSTAND WHY A NAPA GROWER OR EVEN A SONOMA GROWER WOULD
8 HAVE ANY ADVANTAGE AT ALL IN HAVING AN OVERALL APPELLATION.

9 AND, AGAIN, I THINK -- FOR INSTANCE, THE TESTIMONY THAT
10 WAS GIVEN BY THE LAKE COUNTY PEOPLE -- PERHAPS NOT IMMEDIATELY,
11 BUT IN THE LONG RUN THEY ARE GOING TO BE FAR BETTER OFF IF THEY
12 DEVELOP THE LAKE COUNTY APPELLATION, WHICH NOBODY ELSE CAN USE.
13 AND TO LIMIT THE AMOUNT OF WINES ON THE MARKET UNDER THAT
14 APPELLATION WILL BE QUITE GOOD. THEY WILL BE FAR BETTER OFF IN
15 THE LONG RUN IF THEY DEVELOP THAT THAN IF THEY TRY TO HANG THEIR
16 HATS ON A MUCH LARGER AREA AS A MARKETING GIMMICK -- I GUESS YOU
17 MIGHT CALL IT.

18 I WOULD LIKE TO ANSWER -- EVEN THOUGH YOU HAVE NOT
19 ASKED IT FOR SOME TIME, I WOULD LIKE TO ANSWER YOUR QUESTION
20 ABOUT THE BORDER. IN MY OPINION, THESE LINES THAT YOU DRAW
21 BETWEEN ONE AREA AND THE OTHER ARE REALLY, YOU KNOW -- THEY ARE A
22 LINE ON THE PAPER AND A LINE DOWN THROUGH A VINEYARD SOMEWHERE
23 PERHAPS, BUT IT IS NOT THAT IMPORTANT. AND THE VOLUME OF GRAPES
24 COMING FROM THAT TYPE OF A VINEYARD OR THAT AREA IS NOT THAT
25 IMPORTANT THAT IT MATTERS TOO MUCH WHETHER THE LINE IS ON ONE
26 SIDE OR THE OTHER SIDE OF SOMEBODY'S VINEYARD. I WOULD SUGGEST
27 THAT YOU DRAW THE LINES -- IF YOU ARE GOING TO FOLLOW A POLITICAL
28 BOUNDARY, -- DRAW THE LINE ALONG THE POLITICAL BOUNDARY, AND THEN

1 GIVE THE GROWER THAT HAPPENS TO HAVE HIS LAND SPLIT THE OPTION
2 TO PETITION TO EITHER HAVE IT INCLUDED ALL IN ONE OR ALL IN THE
3 OTHER OR, IF HE HAS GOT ENOUGH IN EACH AREA TO KEEP THEM SEPARATE,
4 LET HIM KEEP THEM IN BOTH. I DO NOT SEE WHERE IT MAKES THAT MUCH
5 DIFFERENCE. WE ARE NOT TALKING ABOUT GREAT TONNAGES OF GRAPES OR
6 VINEYARDS. I WOULD LEAVE IT UP TO THE GROWER. I THINK HE SHOULD
7 BE ABLE TO GO ONE WAY OR THE OTHER. OR, IF HE HAS GOT, SAY, 100
8 ACRES ON EACH SIDE, HE MIGHT WANT TO KEEP HALF OF IT IN, SAY,
9 SONOMA COUNTY, AND HALF OF IT IN THE NAPA VALLEY. I DO NOT THINK
10 IT MATTERS.

11 THE OTHER THING I WOULD LIKE TO MENTION IS THAT SOMEBODY
12 GAVE TESTIMONY EARLIER WITH REGARD TO THIS THERMOGRAPHIC DATA FOR
13 DEGREE DAYS. AND WE DID SOME WORK ON THAT A FEW YEARS BACK WHEN
14 WE WERE EVALUATING A NEW VINEYARD AREA WE BOUGHT. AND THE CURVES
15 COMPARING THAT WITH THE UNIVERSITY STATION AT OAKVILLE LOOKED
16 SUFFICIENTLY DIFFERENT THAT I SUSPECTED, TOO, THAT THERE MIGHT BE
17 MORE THAN JUST MAXIMUMS AND MINIMUMS THAT WOULD APPLY. SO WE RAN
18 AN ANALYSIS OF THE AREA UNDER THE CURVE ON THESE THERMOGRAPHS FOR
19 BOTH AREAS. AND, BELIEVE IT OR NOT, THE FINAL NUMBERS BETWEEN
20 THE AREAS UNDER THE CURVE AND THE MAXIMUM AND MINIMUM AVERAGES
21 CAME OUT ALMOST THE SAME. THERE WAS PRACTICALLY NO DIFFERENCE,
22 EVEN THOUGH THE CURVES LOOKED DIFFERENT WHEN YOU JUST LOOKED AT
23 THEM.

24 THAT IS ABOUT ALL I HAD TO MENTION. BUT I WOULD LIKE
25 TO GO ON RECORD AS BEING OPPOSED TO A NORTH COAST APPELLATION AT
26 ALL.

27 ANY QUESTIONS?

28 THE CHAIRMAN: MR. MARTINI, I HAVE A QUESTION, BUT IT IS

1 PRETTY MUCH IN THE FORM OF A STATEMENT. BUT I DO NOT MEAN IT TO
2 BE A STATEMENT THAT YOU HAVE TO AGREE WITH BECAUSE I WANT TO GET
3 TO A POINT WHERE YOU SAY, NO, THAT IS NOT RIGHT.

4 A CONSUMER MAKES COMPARISONS IN A PURCHASING WAY, AND
5 HE OR SHE MAY START WITH A CALIFORNIA WINE VERSUS A NEW YORK WINE,
6 DECIDE, "I WOULD LIKE A CALIFORNIA WINE." AND THEN THERE IS A
7 COST THING TO CONSIDER ALSO. THEN IT GOES TO A CALIFORNIA WINE,
8 AND, SAY, MULTI-COUNTY, AND I DECIDE, WELL, I LIKE NORTHERN
9 CALIFORNIA WINES MORE THAN I DO SOUTHERN CALIFORNIA WINES, AND
10 THE PRICE DIFFERENCE IS NOT ONE THAT IS GOING TO THROW ME OUT OF
11 THE MARKET. AND THEN IT IS MULTI-COUNTY VERSUS SINGLE COUNTY,
12 AND STILL THE PRICE RATIO IS CONSIDERED. AND DOESN'T THAT
13 CONTINUE TO GO ON DOWN TO WHERE, IF YOU DID HAVE A MULTI-COUNTY
14 AREA, THAT YOU REALLY ARE -- OR HAVE YOU REALLY DILUTED IT? OR
15 HAVE YOU MERELY BROADENED AN APPEAL BASE, FOR SOMEONE WHO MAY NOT
16 BE THE CONNOISSEUR OR THE REAL BUFF, THAT WOULD ALLOW THAT PERSON
17 TO BRING HIS LEVEL OF TASTE TO THE LEVEL THAT HE UNDERSTANDS?

18 MR. MARTINI: WELL, I THINK YOU MIGHT HAVE A POINT
19 THERE. BUT MY FEELING ABOUT THAT IS THAT THEN WE SHOULD CHANGE
20 THE REGULATIONS TO SPECIFICALLY ALLOW FOR A REGIONAL APPELLATION
21 OF SOME SORT WITH, PERHAPS, EVEN DIFFERENT REQUIREMENTS THAN
22 BEFORE.

23 BUT TO PUT WHAT WE NOW HAVE AS AN APPELLATION OF ORIGIN,
24 ONE THAT REQUIRES 85 PER CENT AS CONTRASTED TO 75 PER CENT IN THE
25 CASE OF A COUNTY -- TO PUT THAT IN A LARGER AREA THAN A WHOLE
26 COUNTY, TO ME DOES NOT MAKE SENSE. I WOULD THINK THAT THE SMALLER
27 YOU GO IN YOUR APPELLATIONS, THE HIGHER YOUR PERCENTAGE THAT
28 WOULD BE REQUIRED FROM THAT AREA BECAUSE IT BECOMES MORE

1 MISLEADING, AND TOTALLY UNFAIR TO THE CONSUMER. THE PURPOSE AND
2 SPIRIT BEHIND THE VITICULTURAL APPELLATION DESIGNATION IS ONE OF
3 DEFINING A LIMITED AREA WHICH IS UNIQUE FROM OTHER AREAS AROUND
4 IT. AND IN THIS AGE OF CONSUMER INTEREST AND SOPHISTICATION, A
5 NORTH COAST APPELLATION WOULD NOT BE ACCEPTED OR TOLERATED BY THE
6 CONSUMER. IT IS FAR TOO LARGE AND DIVERSE, AND IT IS CERTAINLY
7 NOT UNIQUE IN ITSELF. APPROVING A NORTH COAST APPELLATION WOULD
8 RENDER MEANINGLESS THE CONCEPT OF A VITICULTURAL AREA.

9 THANK YOU.

10 THE CHAIRMAN: THANK YOU VERY MUCH.

11 MR. MINTON: ARE YOU OPPOSED TO A NORTH COAST OR JUST
12 A NORTH COAST THAT WOULD INCLUDE NAPA COUNTY?

13 MR. TRINCHERO: WELL, I WOULD LIKE TO FIRST HAVE THE
14 NAPA VALLEY APPELLATION APPROVED FIRST. AND WHAT SONOMA AND
15 MENDOCINO AND LAKE COUNTIES DO -- THAT IS THEIR BUSINESS.
16 PERSONALLY, I DO NOT CARE. I JUST DO NOT WANT TO BE PART OF A
17 DESIGNATION THAT LARGE. IT REALLY DOES NOT MAKE ANY SENSE. AND
18 I DO NOT -- IF WE DO GET A NAPA VALLEY DESIGNATION, I KNOW OF NO
19 NAPA VALLEY WINERY THAT WOULD PUT NORTH COAST ON THE LABEL, UNLESS,
20 OF COURSE, THE GRAPES CAME FROM THE NORTH COAST. THEY WOULD WANT
21 TO USE THE NAPA VALLEY DESIGNATION.

22 THE CHAIRMAN: THANK YOU.

23
24 JAN A. WELLS,

25 ON BEHALF OF PAUL MASSON VINEYARDS, TESTIFIED AS FOLLOWS:

26 MY NAME IS JAN WELLS. I REPRESENT PAUL MASSON VINEYARDS.
27 THIS WILL BE BRIEF.

28 WE WOULD LIKE TO PRESENT OUR POSITION IN OPPOSITION TO

CERTIFICATE OF REPORTER

STATE OF CALIFORNIA)
)
COUNTY OF SONOMA) ss

I, SUSAN T. STANDISH, Certified Shorthand Reporter,
State of California, CSR #4473, do hereby certify:

That I was present at the above-mentioned proceedings;

That I took down in shorthand notes all testimony given
and proceedings had;

That I thereafter supervised transcription of said
shorthand notes into longhand typewriting, the above and foregoing
being a full, true and correct transcription thereof, and a full,
true, and correct transcript of all the testimony taken and
proceedings had, to the best of my ability.

Dated: February 1, 1981

Susan T. Standish
Certified Shorthand Reporter

