



The Grapevine

Newsletter of the Santa Cruz Mountain Viticulture Association

April, 2004

Message From The President

Welcome to season 2004!

Spring is here and most growers are probably looking at shoots from 1" to 4". The Chardonnays are out in front and the Pinots are close behind.

The Santa Cruz Mountain Viticulture Appellation (SCMVA) boasts a proud history of premium wine production. It is a goal of the Viticulture Association to support growers by holding regular meetings, participating in informal discussions and information sharing, bringing in relevant speakers, and improving communication with the Winegrowers Association so that we can all benefit from the fruits of our labors.

In the latest "election" we got a new staff of people to continue in these efforts. Prudy Foxx is the new president of the Association, Mary Lindsay is the Program and Meeting Chair. Judy Shultze is in charge of Meeting Sustainance. Lawrence Ives remains our tried and true treasurer throughout. (Thanks Lawrence!).

We have also formed a promotional committee to clarify the SCMVA vision and to put together programs that will directly benefit SCMVA members. Members of the committee at this time are: Prudy Foxx, Mary Lindsay, Jim and Judy Schultze, Joe Morris, Ted Remde,

Next Meetings

April 20: "Enhancing and Promoting the Reputation of Santa Cruz Mt. Winegrapes and the Appellation" – come and hear Mark Chandler, executive director of the Lodi-Woodbridge Winegrape Commission talk about how this appellation so successfully created a strong reputation for its winegrapes. There could be some lessons here for us!

3pm, Burrell School Vineyards

June meeting (date TBD): In-the-vineyard workshop on leaf pulling and other timely practices

Note: Meetings/workshops to be held every two months. Each meeting to include a 'vine talk' summary of timely vineyard tasks.

Barbara Woodruff, and Tom Roebuck. Please direct your ideas and comments to these members. We will keep you posted on upcoming projects.

Our first meeting of the year featured speakers from the Wine Institute and was very popular. Growers were introduced to the Wine Institute's first edition of "The Code of Sustainable Winegrowing Workbook". The workbook outlines best vineyard practices and has a rating system to assist growers in a self-assessment process designed to

improve growing practices. Attendees were given free copies of the workbook and were asked to fill out a self-assessment sheet at the meeting. Please mail your form to the Wine Institute if you didn't turn it in at the meeting. Your responses are compiled to create an overall picture of practices in our appellation, which will give us an idea of how we compare with other areas, and also serve as a benchmark for future improvements. All responses are completely confidential and maintained exclusively by the Wine Institute. This may also be a marketing bonus for us in the future.

We are back to getting the membership up to date. If you haven't paid your dues since say, 2001, there is no time like the present to get that check in the mail or turn it in at the next meeting. Dues are still only \$25 a year.

It's April. Shoots are out. If your canopy appears really dense consider thinning out doubles and non-fruitful shoots. You may want to include pre-bloom zinc and boron foliar nutrient supplements in your tank mix to improve fruit set. Powdery mildew thrives during temperatures between 70 and 85 degrees F. and under these conditions can complete an infection cycle in only 5 days. Be sure your spray program maintains coverage on the rapidly emerging new tissue to protect it from active spores. The vines look beautiful this year.

Have a fantastic season! Cheers!
- Prudy Foxx



Sustainability Workshop

About 60 of our members participated in the Code of Sustainable Winegrowing Practices workshop on February 24. Sponsored by The Wine Institute, our workshop was one of the largest and most successful they've held. Almost half of those who attended submitted self-evaluations to the statewide program. If you have not yet mailed in your forms, please do so by April 30th when the regional average reports will be distributed. All growers and vintners who participate in the program will receive a customized report showing how your scores compare to regional and statewide averages. For more information on the program, see www.wineinstitute.org or www.cawg.org or email Kari Birdseye at kbirdseye@sureharvest.com.

Members' Information Exchange

Q: In the Sustainable Winegrowing Workbook it mentions an effective treatment for treating pruning cuts: a mixture of Dreft baby diaper soap water and Rhodamen Red Dye. I can't find anyone familiar with the Rhodamen Red Dye. Do you have any suggestions?

A: The dye is commonly referred to as "marking dye" and you can get it at Western Farm Service or maybe United Ag Products as well. The purpose of it is to see where the spray goes to ensure coverage.

(This column is designed to provide a forum for members to ask questions, share information. If you have any, contact the newsletter editor at mary@lindsaypr.com or 408-984-7242.)

(Information Exchange, cont.)

We've just received some information we want to pass on as a 'heads up': Monterey has an infestation of vine mealy bug that is becoming a real problem. Monterey County is about to institute a protocol requiring wineries and vineyards in the county to implement an active trapping and monitoring program, including quarantine of winegrape shipments pending inspection. Western Farm Service has instituted a pheromone trapping and monitoring program, at a cost of \$28 per trap per month.

Classifieds

We'd like to start a classifieds column as an opportunity for members to sell/trade vineyard-related items. If you have an 'ad' to list, contact the newsletter editor.

Officers of the Santa Cruz Mountains Viticulture Association:

President: Prudy Foxx, 831-335-7000,
Prudyfoxx@aol.com

Treasurer: Lawrence Ives, Calabazas
Creek Research, 408-741-8680,
rlives@calcreek.com

Program Chair/newsletter editor:
Mary Lindsay, Muns Vineyard/Lindsay PR,
408-984-7242, mary@lindsaypr.com

Vineyard Inventory: Rick Anzalone,
408-358-6323 or 408-206-2364

Dues Renewal

For most of our members, it's time to renew your membership in the SCMVA. Send your annual dues, only \$25, to The Santa Cruz Mountains Viticulture Association
P.O. Box 126
Saratoga, CA 95071
Or better yet, come to the next meeting and renew your membership in person. It would be great to see you!

About the Newsletter

This is the first issue of the new SCMVA newsletter. We'd like to make it a helpful resource and means of communication for our members, and welcome your suggestions and contributions for articles and content. Please contact Prudy Foxx or the newsletter editor, Mary Lindsay, per the contact information in the box on this page.

If you prefer to receive the newsletter via email (right now as a Word attachment) instead of by postal mail, please send a note to mary@lindsaypr.com.



The Santa Cruz Mountains
Viticulture Association
P.O. Box 126
Saratoga, CA 95071



Newsletter