



SVVGA Quality Conference Release

NEWS - For Immediate Release: February 2002

SVVGA Office: 707-935-0803

Soil Expert to Headline Sonoma Valley Vineyard & Wine Quality Conference

(SONOMA, Calif.) -- Dr. William F. Brinton, chief scientist and world-renown soil and composting expert from Woods End Research Lab, Mt. Vernon, Maine, is the keynote speaker for the 2002 Quality Conference and Vintage Review hosted by the Sonoma Valley Vintners & Growers Alliance (SVVGA). The conference, which is open to the public, is scheduled for Friday, March 8, 2002 at Viansa Winery (25200 Arnold Drive) in Sonoma with registration beginning at 7:30 a.m. and the program starting at 8:00 a.m. At 12:30 p.m. a preview tasting of Vintage 2001 wines will conclude the event.

Dr. Brinton, is the author of numerous books and research papers on composting, organic farming and soil and plant health. His keynote address will focus upon the "Soil, Plant and Fruit Quality Continuum" in relation to growing wine grapes from a sustainable and organic perspective.

The complete conference agenda will cover winery and vineyard issues including:

- A detailed Vintner & Grower Report on the 2001 Grape Crop
- Farmworker Housing
- Neighbor Relations
- Sustainable Winegrowing
- Soil Health and Fertility
- A preview tasting of Vintage 2000 wines

Featured speakers include:

- Dr. William Brinton, Woods End Research Laboratories, Inc.
- Traci Tesconi, Permit & Resource Management Department
- Ned Hill, Parmelee-Hill Vineyards
- Dr. Jeff Dlott, RealToolbox
- For more information or to register call the SVVGA at 707.935.0803. Registration must be received no later than March 6, 2002. SVVGA Member Cost: \$20 paid in advance, \$30 at the door. Non-Member Cost: \$40 paid in advance or at the door.

###