



SVVGA Quality Conference Release

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SVVGA Office: 707-935-0803

Vintners & Growers Focus Upon Environment and Market at 2003 Quality Conference

(SONOMA, Calif.) -- Wine grapegrowers and vintners will learn about that state of the wine industry, environmentally responsible farming, branding winegrapes and the quality of the 2002 vintage at the 2003 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 Thursday, March 6, 2003 at Andrews Hall in the Sonoma Community Center (276 East Napa Street) in Sonoma with registration beginning at 7:30 a.m. and the program starting at 8:00 a.m. At 12:00 p.m. a preview tasting of 2002 Chardonnay and Zinfandel will conclude the event.

The Quality Conference offers a unique opportunity for grapegrowers and vintners to learn from industry experts and participate in a dialogue about the current issues and trends critical to the wine industry,ã said SVVGA President Ned Hill. A 490-page ãCode of Sustainable Winegrowing Practicesã published by the Wine Institute and the California Association of Winegrape Growers late last year will be presented at the conference and available to attendees.

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

- A detailed Vintner & Grower Report on the 2002 Grape Crop
- The State of the California Wine Market
- Wine Branding From Grower to Consumer
- Sustainable Winegrowing
- The California Vintner & Grower Sustainable Winegrowing Code
- A preview tasting wines from the 2002 vintage

Featured speakers will include:

- Dr. Clifford Ohmart, Research and Integrated Pest Management Expert, Lodi-Woodbridge Winegrape Commission (Sustainable Practices and Workbook Implementation)



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- Becky Jenkins, Madrone Vineyard Management (Sustainable Practices and Workbook Implementation)
- Peter Wellington, Wellington Vineyards (Sustainable Practices and Workbook Implementation)
- Brian Clements, Turrentine Wine Brokerage (State of the California Wine Market)
- Lee Hudson, Hudson Vineyards (Branding, From Grower to Consumer)
- Eric Stern, Landmark Vineyards (2002 Vintage Review)
- Peter Mathis, Ravenswood Vineyards & Winery (2002 Vintage Review)
- Clarence Jenkins, Madrone Vineyard Management (2002 Vintage Review)
- Everardo Robledo, Robledo Vineyard Management (2002 Vintage Review)

For more information or to register call the SVVGA at 707.935.0803. SVVGA Member Cost: \$20 paid in advance, \$30 at the door. Non-Member Cost: \$40 paid in advance or at the door.

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