We Are Sonoma County.

Moving Beyond the Traditional Agriculture Model
February 16, 2017
The Land of Sonoma County

• 58,235 vineyard acre (6% of county)
• 1,800 Vineyard Owners
• 80% less than 100 acres
• 40% less than 20 acres
• Small vineyards, increased quality
• 495 wineries, 70% less than 6,000 cases
The State of Agriculture
Is Agriculture in Crisis?

U.S. Statistics

• 88% are small family farms with less than $350,000 in gross cash farm income

• Est. 40 acres of farmland are lost every hour

• Three consecutive years of declining net farm income, forecasted to decline by 11.5% in 2016
Is Agriculture in Crisis?

**California**

- **40,000** acres of farmland are lost per year in California.
- If development trends continue, **1.3 million acres of agricultural land will be developed by 2050**. For irrigated cropland alone, this is an annual loss of an estimated **$2 billion** in agricultural production.
- **Continuous regulations**: Overtime, Minimum Wage, Groundwater, CTS…
Is Agriculture in Crisis?

Sonoma County

• The average age of a SC farmer is 60.1
• The majority of farmworkers (88%) are now permanent residents
• Lack of immigration reform and accessible work VISA programs = labor shortage
Ensuring the Preservation of Ag
SONOMA COUNTY TO BECOME 100% SUSTAINABLE WINE REGION
100 Year Business Plan to Preserve Agriculture

Released in 2015
Launched in January 2017

Sonoma County Center for Ag Sustainability
(Silicon Valley Strategic Thinking and Planning Meets Sonoma County Agriculture)
There was never a more important time to connect consumers and agriculture.
Global Engagement

Global Sustainability Summit

Global Engagement

GMF
The German Marshall Fund of the United States

Strengthening Transatlantic Cooperation

Wine Vision – Uniting the global wine industry

Wine Vision is the event for global wine industry business leaders and innovators. They come in search of inspiration, big ideas, fresh insights and challenging opinions. They find it in a programme that defies conventional thinking, drives innovation and focuses on accelerating their commercial success.

Join this exclusive community and be part of the event that answers the questions you and your industry are asking.

Wharton
University of Pennsylvania
Educators on Sustainability to Key Wine Influencers & Gatekeepers
Educators on Sustainability to the Media

MEDIA OUTREACH

200+ Feature Stories
on Sonoma County Grape Growers

100,000,000+ Impressions
Educators on Sustainability to the Consumer

Continued 1st of its kind - National Advertising for Sustainability
Educators on Sustainability to the Consumer

Continued 1st of its kind - National Advertising for Sustainability

The Future of Everything
Tourism meets Sustainability & Grape Growing
(from vine to bottle)
Core Sonoma County Consumer Target

- EXPERIENCE SEEKERS
  - STATUS SEEKERS
  - VALUE SEEKERS
  - TRADITIONALISTS
  - FASHION PROGRESSIVES
  - DISENGAGED
Look for a Sustainability Sign
Explore Sonoma County’s Sustainable Vineyards
Self Guided Vineyard Walks Spread Across Sonoma County

9 Distinct Walks Located in 6 Different AVA’s

- Amista Vineyards
- Balletto Vineyards
- Francis Ford Coppola Winery
- Matanzas Creek Winery
- Paradise Ridge Winery
- St. Francis Winery
- Schug Carneros Estate

Coming Soon!

- La Crema Estate at Saralee’s Vineyard
- Mauritson Vineyard

Find your Vineyard Adventure just 45 minutes North of the Golden Gate Bridge
Your Map and Guide To Better Understanding How We Farm in Sonoma County
A Perfect Way to Get Your Hands Dirty and Learn About Sustainable Agriculture...and
And Connect Sustainable Agriculture to the Wine In Your Glass
Sonoma County Grape Camp

The Ultimate Consumer Harvest Experience
Sonoma County Grape Camp

- Started in 2006
- Only Harvest Experience Produced By A Wine Region
- Hosted 200+ wine consumers from around the country (25-30 per year)
- Hosted 40+ media generating hundreds of stories & millions of impressions
Host Educational Seminars At Local Community Events
Presenting the case for tourists to care about agriculture

• Commitment to sustainability
• The community gives back
• Sonoma County’s roots are in agriculture
• Supports small, multi-generational family businesses
• For the adventure seekers who also love the beauty of Sonoma County
SONOMA COUNTY

SUSTAINABLE

THEN. NOW. FOREVER.