

## The Press

The newsletter for Northern California grape growers, wineries and their friends!

### *The President's Message*

Hi Y'all,

I won't go into length about where the year has gone and such meanderings of illogic. Still . . . Three principal areas to comment on:

First, please try to make the annual members meeting on Saturday, January 16<sup>th</sup> at Lazy K Ranch. It is not for members only, by the way. We welcome those who are interested or think they may become interested in our association. You should have a flyer by now with directions and general agenda. We are fortunate to have use of Lazy K Ranch for the meeting; it is a beautiful setting with comfortable surroundings.

Second, we think our discussion of upcoming activities for the 2010 Calendar of Events will be worthwhile. Clearly, several of us in the board and other active volunteers are becoming a bit overwhelmed by the breadth and range of events we try to do each year. For every minute of time at an event -- workshop, wine tasting, or meeting -- someone puts in hours of preparation. Collectively we are burning out. I find my personal life neglected and pecan orchard as well, not to mention a layer

of dust on my fishing rods. The board is actively seeking input on things to do better, involve others, share loads, and work smarter. Tough choices include doing less each year but making events more worthwhile for members to be involved. Perhaps what we have scheduled is OK, but load sharing is all that is needed. I will open this topic at the meeting and we'll see where discussion goes.

Third, Mike Jenkins and his AVA committee have done a superb job of putting flesh on the bones of a "Mountain AVA" for us to review and consider. He has included a very good article in this Newsletter, **The Press**, which captures the direction we suggest as the right path to follow. See that article for details and we will spend some time at the meeting going over these ideas and seek consensus for the future.

The last issue of California Association of Wine Grape Growers, **The Crush**, confirmed what I observed in our own region, that is, grape quality was better than usual (that is saying something in California) and expectations statewide are for a very high

quality wine from vintage 2009. Let's hope wine economy improves as well.

Many of you met Karen Ross, President of CAWG, who resigned in November to take a position in the USDA. Karen was guest speaker at our first Wine and Food Pairing event at New Clairvaux Winery several years ago and a constant support for our north state wineries recognizing that we aren't as big or powerful as some regions, but nonetheless important to the State. A search for suitable replacement for Karen may become very difficult! She is a classy lady and to our loss since gone.

Please take the time to renew SCVA membership for the year. We have many worthwhile projects which need money to support; as our membership grows, so does our ability to further projects which can stimulate our own economy.

Cheers,  
Greg Butler



The Press

January 2010 to  
March 2010

Hope everyone had a fantastic Christmas and is ready for a new and exciting 2010

Your editor,  
Christine Sullivan

## Update on the progress of Regional AVA Petitions

### The TTB's Paradigm Shift: The Regional AVA Petitions and Your SCVA

Recently, the TTB approved the Upper Mississippi Valley AVA is an American Viticultural Area covering 29,914 square miles located along the Upper Mississippi River and its tributaries in northeast Iowa, northwest Illinois, southeast Minnesota and southwest Wisconsin. The AVA was approved on June 22nd, 2009, is now the world's largest designated appellation.

The basis for selecting boundaries for the massive AVA was determined by the existing Major Land Resource Area (MLRA) 105. The United States Department of Agriculture, Natural Resources Conservation Service (NRCS), oversees the management of MLRAs. MRLA's encompass vast areas that have similar soils, climate, water resources, and land uses. Each MRLA has specific descriptions concerning all the necessary technical items (soils, climate, etc.) that are required by the TTB for AVA petition approval.

Logic dictates that if we as members desire our own AVA, rather than just being called Grape Growing Region #9, should we not utilize the same rationale as the Upper Mississippi Valley successful petitioners? As it stands now the Shasta-Cascade Viticulture Association's sphere of influence encompasses portions of three distinct MLRAs: 17, 18 and 22B. It behooves us as a group to utilize existing federal governmental descriptions in providing the rationale for three distinct AVAs based upon existing MRLAs. A "Mountain AVA" will be based upon the MRLA 22B description. The "Foothill" AVA will be based upon the MRLA 18 description. Finally, the "Valley" AVA will be based upon the MRLA 17 description.

Once these three regional AVAs are established there is virtually nothing standing in the way for the various microclimates within any of the proposed AVAs from petitioning for their own specific AVAs (e.g., Manton, Inwood, Igo, Whitmore, Oak Run, etc.) In fact, most of the research and legwork will have already been done for them template-wise.

It is with this logic and methodology in mind that the SCVA AVA committee is considering proceeding forward with the three AVA concept. As this article goes to press, the "Mountain AVA" is being rough drafted. The "Foothill" and "Valley" AVA petitions will be written as soon as the first petition has been completed.

May the Crush be with you!

Mike Jenkins

AVA Committee Chair

## How Well Do You Know Our SCVA Wineries? By Gary Venable

### HOW WELL DO YOU KNOW OUR SCVA WINERIES?

Well here's a follow up of our member wineries. Remember you have to match the A, B, C's etc. in the second column to the winery in the first column (1, 2, 3, etc). Now it is up to you to match the correct description with the winery. Remember, if you have been reading my "Wine"ding Road articles, most the answers are there. Wineries, how well do you know your associates? Well here's your chance to learn and win a FREE advertisement (a \$25 value) in the next issue of The PRESS. All you have to do is be the first winery to e-mail me ([kishavon@aol.com](mailto:kishavon@aol.com)) with the correct match-ups and your business card size ad will appear in the April - June 2010 issue.

The answers will be disclosed in the April - June 2010 issue of The Press. OK here's goes.

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| 1. Odyssey Winery & Vineyards     | A. Located in Manton              |
| 2. One Maple Vineyard & Winery    | B. Located in Hyampom             |
| 3. Quilici Vineyards              | C. Located 7 miles outside Manton |
| 4. R Merlo Estate Vineyards       | D. Located in Redding             |
| 5. Ringtail Vineyards             | E. Located in Chico               |
| 6. Shasta View Vineyards & Winery | F. Located in Whitmore            |
| 7. Shasta Daisy Vineyards         | G. Located in Oroville            |
| 8. Vintner's Cellars              | H. Located in Lewiston            |
| 9. Dakaro Cellars                 | I. Located in Manton              |
| 10. Cedar Crest Vineyards         | J. Located in Montague            |

Here are the answers to the last issue quiz.

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Lassen Peak Winery        | D. Located in Inwood           |
| 2. Lassen Hills Cellars      | E. Produces a Wine Cooler      |
| 3. Long Creek Winery         | G. Located in Oroville         |
| 4. Matson Vineyards          | B. Located in Redding          |
| 5. Meredith Family Vineyards | H. Tasting Room in Weaverville |
| 6. Mt. Tehama Winery         | A. Located in Manton           |
| 7. Neveu Vineyards           | I. Located in Montague         |
| 8. New Clairvaux Vineyards   | C. Located in Vina             |
| 9. Ono Wines                 | F. Located in Ono              |

## On the "Wine"ding Road - Gary Venable

"Should old acquainted be forgot and never brought to mind"

It is 2010 already, where did 2009 go?? Well as our President always says "and yes we are growing," this statement alone put a big burden on me. It creates a lot more work, more wineries to see, more sampling to be done, more great people to meet. It's no wonder I created this position for myself. When I joined the Association in 2004, (when we were known as "Northern California Intermountain Grape Growers Association") there were about four member wineries. In our December 2006 copy of The Press we had a total of ten member wineries, in the 2008 issue, we were at twenty wineries. Today we have a total of thirty two wineries. What an impressive growth rate, we are truly lucky to be associated with such outstanding wineries. If you are a numbers person, the SCVA had a total of fifty six members at the end of 2006. During the 2008 Annual Membership meeting on January 19th we had reached 100 members. Today we stand at around 150 members.

It seems that time always slowly slips away from us faster than we think. That realization hit me when I went to my wine cellar for a special bottle of wine from one of our southern most wineries. I was like "Old Mother Hubbard," my wine racks were bare!!! I didn't have any wine from **Grey Fox Vineyards, Long Creek Winery or Quilici Vineyards**. That special moment slipped away; "How could I have let this happen?" "Who drank all that good wine?" "When did it happen?" I said to myself again, I must head south and renew my friendships and stock up on those great wines. It was three weeks later that Linda and I

packed up the trailer and headed for the Oroville KOA. We arrived Friday afternoon, set up camp, then headed for the local Casino for their "all you can eat seafood buffet." After dinner I just had to try my luck (which is usually bad) at the slots, for the first time in years, I won \$150.00, this was going to be a good weekend. Most of you probably remember that I measure my trips as one sample for every ten miles traveled. My head starts to spin when I think "Wow, these are 90 mile trips (9 samples each way)." I love to plan ahead.

Saturday morning, Linda and I had breakfast, then headed off to **Grey Fox Vineyards** where I met Gary Cecchi and Bruce Arrigoni. Gary was tending to his Zinfandel and Bruce was in the tasting room pouring samples for several guests. Gary and I talked for quite some time about the larger than normal crop this year and the medals that **Grey Fox Vineyards** had been awarded for their great wines. Gary suggested I sample some of their wines. I was so caught up in our conversation I had almost forgot "Hey that's what I am here for." What an impressive selection of wines he has to offer, seven red wines, five white wines, a blush or two and four or five port-style wines. My notes got a little blurry by this time. We purchased our share of wine, a hard decision to make or even suggest for you to buy. Like me, you'll have to go, sample, then make your own decisions. I was sure glad that Linda was with me. What a pleasant drive back to the trailer, listening to the bottles clanging together in the back of the truck. Yes, a good present for my wine cellar. We arrived at the trailer, emptied the truck and took the dogs for a walk, before heading to **Long Creek Winery**. We were met by Lou and Yola Cecchi; they have a beautiful facility with an area for picnics and other functions. **Long Creek Winery** has a great tasting room and offer nine wines. All of Lou's varietal wines are 100%, he does offer one special blend called Collage, a blend of three estate grown varietals. **Long Creek Winery** also offers a Port Syrah, a fortified style desert wine.

Well I bought an extra bottle of Port just for the BBQ that night. Again we headed back to the trailer with another present for the wine cellar. What a day! Two great wineries, twenty four or was it twenty seven samples, well enough to cover the round trip to Oroville and home. Because I was singing to the steak on the BBQ that night, Linda suggested that I keep the Port in a bag so the neighbors wouldn't get suspicious that I had too much to sample that day. Too late, I was already known throughout the park as the wine connoisseur (alias; wine). It just might have been that brown bag that she gave me.

On Sunday Linda and I had another good breakfast, read the local paper, walked the dogs and head off to visit the **Quilici Vineyards**. I knew that Gary Quilici was going to be working that morning so our trip to **Quilici Vineyards** was planned for early afternoon. Gary met us in the parking lot and invited us into his home where several workers were enjoying lunch and some (a lot) of wine. Gary gave us a glass and took us down to the tasting room. On the way there I couldn't help noticing the great view from his back porch. I could sit there all day and just take in the view all the way into sunset with a glass or two of wine, of course. In the tasting room I got to taste all of Gary's wines, nine tasting in all. Well that would cover the trip home. We purchased back-up stock for the wine cellar and a bottle of Sangiovese to go along with our pizza for the night.

I know that no article is complete without suggesting a good road trip, well here's one that could last for two days. Head south to Chico and Oroville stop at **New Clairvaux Vineyards** (Vina), then on to **Odyssey Winery and Vineyards** (Chico), then on to **Bertagna Son-Kissed Winery** (Chico), your last stop for the day can be **LaRocca Winery and Vineyards** (Forest Ranch) or proceed

to Oroville and visit **Grey Fox Vineyards, Long Creek Winery and Quilici Vineyards**, you could spend the night in either Chico or Oroville.

**One Maple Vineyards** was another winery I got to visit. Ernie and Kristel Bell were there serving their wines. They had their Summer Blanc as well as their Chardonnay, Kristel White Merlot and Merlot. Ernie told me that his Pino Gris had just wone a Double Gold at the Hilton Head South Carolina International Wine Competition and was nominated for Best of Show. I was beyond being impressed, what a great achievement! My heart was pounding hard and my face was full of excitement "Oh to taste this wine," I thought to myself. Just like a light switch being flicked, my face went white and my heart beat doubled when I heard the rest of Ernie's sentence, "We are all **SOLD OUT!**" I remembered hearing Linda saying "put that little white pill under his tongue." I don't know when or how I learned to act, however that little display prompted Ernie to open one of his personal bottles for me. He poured one ounce into my glass

and my hand started to shake, then two, my hand shook harder, three then four ounces, I stopped shaking and enjoyed this wonderful wine, not a drop was lost. I know this, next year I will be at **One Maple Vineyards** new release events and buy my wines early. I think you should do the same. Great going Ernie and Kristel.

My work did not end here, on Halloween night I visited **Vintner's Cellars** and was greeted by the Adams Family, Gomez (Alan Leard) and Morticia (Jana Leard), I could not believe it, I thought I was back in the 60's. Morticia put out her arm and I beat Gomez to the age-old kissing up the are, boy was he upset (I was taking away his job). I looked around the room and saw a couple bottling and labeling their wine, a buxom pirate and Mike Bertagna cleverly disguised as a Jamaican Mon (man). **Vintner's Cellars** dresses up for several special occasions during the year, not to mention that they produce special wines for those events. I bought a couple of wine for the Thanksgiving Holidays in addition to others. My wine room is very happy now. There isn't anyone in this area that celebrates the holidays like **Vintner's**

**Cellars!** Go and visit **Vintner's Cellars**, tell them Gary sent you.

I have been asked, "What inspires you to write these lengthy articles?" Well when I start writing I get involved in the article and the wine, so I go to my wine cellar and select a bottle of wine from one of the wineries I am writing about. Of course, on a long article, it takes two bottles and that's where I am at tonight, laughing, sipping and writing. I hope you enjoy it, please let me know if you do!

All this wine talk make me want to start planning my next work trip. Till next time. For more information on these wineries please see their website/e-mails in this issue of The Press.



## Membership notes and items For Sale

**FOR SALE** - New, in the case wine bottles - dark green burgundy with full punt Eight dollars per case -

contact : Layne Mclean

945-3309 or 378-1350

**Note:** If you have e-mail or address changes, or no longer wish to be on our mailing list for the newsletter and/or e-mails and announcements, please advice Linda Venable at 549-4849 or kshavon@aol.com. Thank You!

### Have you joined the SCVA?

Has your annual membership expired? Just make your check payable to "SCVA" and mail to John Stahan at 634 Ridge Rd, Redding , CA 96003. Membership and Renewal forms are available on our website at [www.ShastaCascadeViticultureAssociation.org](http://www.ShastaCascadeViticultureAssociation.org) under "Membership Benefits". Membership is only \$30 per year. Memberships are for calendar year, and are per household.

"We are all mortal until the first kiss and the second glass of wine"

"Who love not wine, women and song, remains a fool his whole life long"

"Age appears to be the best in four things, old wood to burn, old wine to drink, old friends to trust, and old authors to read"

"I like my wine like I like my women - ready to pass out"

"In water one sees one's own face; But in wine one beholds the heart of another"

"Wine is constant proof that God loves us and loves us to be happy"

"Quickly bring me a beaker of wine, so that I may wet my mind and say something clever"

## Chelation – what is it and what does it do? By our very own – Dr. Robert Stellato

In the past few issues of "The Press", our association's newsletter, I wrote about the amazing functions of living organisms in the rhizosphere, namely the area directly adjacent to the terminal root fibers of the vine. Said rhizosphere is only a few millimeters in width and contains the Rhizobia [bacteria] and Mycorrhizia [fungus] which are essential for the viability of the vine.

I also wrote about the "Nutrient Playground" of the soil and listed the essential elements that are necessary for the proper growth and development of the vine, fruit and vegetation. The metallic nutrients such as copper, iron, zinc, boron, ECT, are listed as macro and micro nutrients according to their importance to the plant. Together, with the rhizobia and mycorrhiza, they form a "trilogy", the interactions of which, allows the vine to grow to its genetic potential in order to produce quality grapes to make the wine for our drinking pleasure and of course for the preservation of the plant to satisfy nature. The symbiotic relationship this trilogy has established with the plant is nothing short of amazing.

Today's topic is strictly a chemical process termed "Chelation"

It is a process by which certain positive charged metallic elements are chemically changed in order to allow their availability to the root hairs of the plant and to enable them to be absorbed thru the pores of the root hairs thence into the circulatory system of the vine and carried to the area where required. This wondrous process is called "Chelation". Without this phenomenon, the essential nutrients, provided by commercial fertilizers, would not be available to the plant. The chemical reaction involved in the chelation of heavy metals and the pH of the soil, pretty much determine their availability. The absence of chelates in the soil, lead to very real plant deficiencies and can interrupt certain aspects of development such as flower blossom, inflorescence, fertilization, initial berry development, leaf function and integrity, along with decreased resistance to various diseases and pests. Uneven berry development and ripening is very characteristic as well as certain leaf deformities.

Generally, the metal trace elements carry a positive electrical charge. The pores of the root hairs, through which they must pass, carry a negative charge. The polarity difference prevents the passage of the metallic nutrient into the plant. To eliminate this problem, nature cloaks the positive charged ion with a chelating agent, which in turn, changes the electrical charge to neutral or slightly negative. The plant can now absorb the disguised nutrient particle. As if that weren't enough, the plant then grabs the element and rejects the chelate and sends it back out into the rhizosphere where it can be utilized again. The exact chemical dynamics are not fully understood but research is ongoing. The effectiveness of the chelate greatly depends upon the pH of the soil.

This brings us to a practical application of the trilogy.

All of us with vineyards should be thinking about fertilization for the vines. Application at this time, allows the coming rains to carry the nutrients down to the roots to be utilized by the spring flush or growth. If you depend upon commercial fertilizers, your chelating agent is usually printed on the label of the bag next to the list of ingredients. It may be EDTA, DTPA or EDDHA. The former is the more common and generally cheaper agent. BUT, more important, all three function most efficiently at a different pH level. Without knowing your pH level the wrong chelate could be selected and could affect the efficacy of the product that cost you dear. The first recommendation therefore is to determine the pH of the soil to which the fertilizer is going to be applied. EDTA is most efficient in pH soil slightly acidic. DTPA prefers slightly basic soil while EDDHA covers a small range around the neutral zone and is the most expensive. All of the above applies to the commercial fertilizers.

To alleviate this confusion there are NATURAL chelating agents which exist.

Correctly and fully composted organic matter contains chelating agents that will function in a wide range of pH levels. Organic matter can be composted with the aid of microbes to convert to humic acid, which then converts to fulvic acid. This composted material can be worked into the soil, in the vine rows, allowing the necessary metallic nutrients to be properly absorbed by the vines. Fulvic acid and fomic acid, both biologically produced chelating agents, can function under adverse conditions. They also prevent ionic leaching from the soil, increase the availability of nutrients to the plant and reduce the probability of metal toxicity that can occur with indiscriminate use of commercial fertilizers.

Well there it is. The next time you walk through your vineyard, give a thought to what you're walking on. Pruning, canopy management, pest control and all the things you do in order to produce the best grapes possible, is not any more important than the careful treatment of the soil that the vine is growing in.

Salute ~ Dr. Robert Stellato

The Shasta Cascade Viticulture Association and Current Members Want To Say  
Welcome To The Following New Members!!

Keith Ones

Diane and Joe Franzoia

Lillie Minsart

Robert Garcia

Zach Culcasi

Spring Wine Classes At Shasta College

CULA 78 - Sensory Perception of Wine - 2 units - Tehama Campus Rm 7200 - Class runs from January 20th to May 26th 2010 on Wednesday nights from 6:00pm to 7:50pm.

\*Your editor just completed this class and it is a must for all lovers of wine.\*

CULA 80 - Wine Sales and Marketing - 3 units - Online Class -Class runs from March 17th to May 19 2010.



This newsletter is planned for quarterly distribution. This is **your** publication. If you have any input to offer for the next issue (e.g. news, new wine releases, grand openings, etc.), please call 226-9021, e-mail us at [kgbutler@aol.com](mailto:kgbutler@aol.com), or write us at P.O. Box 315, Palo Cedro, CA 96073.

**Our SCVA Member Wineries—Help support our local member wineries!**

**Note: Not all wineries have tasting rooms, so please call ahead to check on tasting hours.**

Alger Vineyards and Winery	474-1014	<a href="mailto:algergrapes@msn.com">algergrapes@msn.com</a>
Alpen Cellars	266-9513	<a href="http://www.alpencellars.com">www.alpencellars.com</a>
Anselmo Vineyards	474-5546	<a href="http://www.bar7h.com">www.bar7h.com</a>
Bertagna Son Kissed Vineyards	343-1623	<a href="http://www.bertagnawine.com">www.bertagnawine.com</a>
Burnsini Vineyards	347-4765	<a href="http://www.burnsini.com">www.burnsini.com</a>
Cove Crest Vineyards/Griggs Winery	337-6681	<a href="mailto:covecrest@frontiernet.net">covecrest@frontiernet.net</a>
Grey Fox Vineyards	589-3920	<a href="http://www.greyfox.net">www.greyfox.net</a>
Indian Peak Vineyards	474-5506	<a href="http://www.indianpeakvineyards.net">www.indianpeakvineyards.net</a>
Intermountain Vineyards & Winery	549-3894	<a href="mailto:winemakerhoop@juno.com">winemakerhoop@juno.com</a>
La Rocca Vineyards & Winery	899-9463	<a href="http://www.laroccavineyards.com">www.laroccavineyards.com</a>
Lassen Peak Vineyards	474-5526	<a href="http://www.lassenpeakwinery.com">www.lassenpeakwinery.com</a>
Lassen Hills Cellars	515-9187	<a href="mailto:lassenhillscellars@yahoo.com">lassenhillscellars@yahoo.com</a>
Long Creek Winery	589-3415	<a href="http://www.longcreekwinery.com">www.longcreekwinery.com</a>
Matson Vineyards	222-4553	<a href="http://www.matsonvineyards.com">www.matsonvineyards.com</a>
Meredith Family Vineyards	623-4995	<a href="http://www.meredithfamilyvineyards.com">www.meredithfamilyvineyards.com</a>
Mt. Tehama Winery	474-3304	<a href="http://www.mtwinery.com">www.mtwinery.com</a>
Neveu Vineyards	459-3906	<a href="mailto:neveuvineyards@4fast.net">neveuvineyards@4fast.net</a>
New Clairvaux Vineyards	839-2200	<a href="http://www.newclairvauxvineyards.com">www.newclairvauxvineyards.com</a>
Ono Wines	396-2719	<a href="mailto:sueo@snowcrest.net">sueo@snowcrest.net</a>
Odyssey Winery & Vineyards	891-9463	<a href="mailto:odysseywinery@aol.com">odysseywinery@aol.com</a>
One Maple Vineyards & Winery	778-0714	<a href="http://www.onemaplewinery.com">www.onemaplewinery.com</a>
Quilici Vineyards	589-5088	<a href="http://www.quilicivineyards.com">www.quilicivineyards.com</a>
R. Merlo Estate Vineyards	224-1537	<a href="http://www.rmerlo.com">www.rmerlo.com</a>
Ringtail Vineyards	474-4478	
Shasta View Vineyards & Winery	459-3619	<a href="mailto:rrogers@inreach.com">rrogers@inreach.com</a>
Shasta Daisy Vineyards	474-5262	
Vintner's Cellar	222-9463	<a href="http://www.vintnerscellarcustomewinery.com">www.vintnerscellarcustomewinery.com</a>

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