



Grower

Membership 2025



Our Mission

To promote Mendocino County's high-quality grapes, wines & community.

Mendocino Winegrowers, Inc. (MWI) is a non-profit organization founded in 2012 and is the only county-wide organization to represent winegrowers and vintners. MWI is committed to providing a positive impact on the wine industry here in Mendocino County.

Whether as an on-going member or new, your membership bolsters our efforts promoting the high-quality grapes, wines, and wine growing community of Mendocino County. **Your MWI membership ensures that we can continue our efforts on your behalf.**

Supported Activities

Your membership dues provide MWI with funding to accomplish the following activities specifically for our Grower Members:

- Continual marketing and promotional work to grow both the demand and price points for Mendocino grapes and wine
- Connect sellers and buyers to help sell your grapes
- Advocate for growers on a regional and national level
- On-going educational opportunities to help our Grower Members stay up to date on best farming and business practices to make your vineyard operation more profitable
- Outreach to trade and consumer media to promote the amazing diversity and qualities of our many growing regions
- Create opportunities for our Grower Members to collaborate, share information and resources

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Membership Benefits

- 1 MWI assists in selling Grower Member grapes by connecting sellers with buyers.
- 2 **A web page devoted to your vineyard on mendowine.com**, which dramatically increases your marketing reach and promotes your vineyard to winemakers and grape buyers.
- 3 **MWI has successfully elevated the #mendowine brand awareness by an impressive 48.8%**. This significant increase not only expands our online presence but also enhances visibility among our target audience, contributing to business growth and market influence.
- 4 In 2025, Mendocino Winegrowers will continue its Grower Roundtable series, connecting our community with essential farm funding resources and introducing innovative practices and products to enhance vineyard operations. Additionally, mark your calendars for the **Winegrower EXPO on February 26, 2025**, at the Ukiah Fairgrounds—an exciting event bringing together experts, resources, and the latest advancements in viticulture and winegrowing.
- 5 **Timely information, news and resources** at your fingertips through our community E-Newsletter and our website, **mendowine.com**.

MENDOCINO COUNTY
2024 AMERICAN WINE REGION *of the* YEAR
WINNER





OUR MISSION

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I wish to join MWI as a Grower Member!

- New membership Renew a current membership

Growers in Mendocino County who produce and sell grapes for the purpose of making wine are considered "Grower" members according to the MWI bylaws.

Business Name: _____

Primary Contact: _____

Phone: _____ Email: _____

Mailing address: _____

City/State/Zip: _____

VINEYARD LOCATIONS: Please list the name(s), best street address(s), and bearing acreage of each vineyard location that is part of your membership:

Dues are based on the total 2024 bearing acreage of all vineyards that you own in Mendocino County. Please check the box that applies to you:

- Grow less than 10 acres : \$200
- Grow over 10 acres and less than 50 acres: \$500
- Grow over 50 acres and less than 100 acres: \$1,000
- Grow over 100 acres and less than 500 acres: \$1,500
- Grow over 500 acres: \$2,000

Two Ways to Join & Submit Membership Dues:

- (1) By Credit Card:** visit mendowine.com / about / join and fill out the Grower form with CC info, and click Submit.
- (2) By Check:** fill out and print this form, make check payable to MWI and mail both to MWI at the address below.