



JOIN US FOR THE
2025 PINOT NOIR FESTIVAL
VINEYARD SEMINAR

tickets at [AVWINES.com](https://www.avwines.com)

AGENDA **FRIDAY, MAY 16 | BOONVILLE FAIRGROUNDS AUDITORIUM**

8:30 AM **Breakfast & Networking**

9:00 AM **Introduction** – Doug Stewart, Anderson Valley Winegrowers (AVWA) President & Chris Chen, UC Cooperative Extension – North Coast

9:05 AM **Regenerative Agriculture** – Mendocino County Resource Conservation District

- Regenerative Ag and Salmon in Coastal Areas – Linda McElwee
- Vineyard Lands and CDFA Funding Opportunities – Seth Myrick

9:35 AM **Grower Panel: Climate Shifts in Anderson Valley**

- Bob Gibson, Roederer Estate
- Travis Foote, Strictly Vineyards
- Doug Stewart, Lichen Estate

9:50 AM **Vineyard Economics & State of Pinot Noir**

- Introduction – Chris Chen
- Preparing Vineyards for Economic Transition – Dave Egdal & Robert Purcell, Shartsis Friese LLP

10:15 AM **Assessing Vineyard Technology & AI Advancements**

- Mark Battany, Independent Agricultural Consultant

10:55 AM **Outdoor Demo & Break**

- Featuring: Farm_ng, Clemens, Volare Aerial Imaging, Bahco, Pellenc US

11:15 AM **Vineyard Mandate & Turbidity**

- Adam Gaska, Mendocino Farm Bureau

11:30 AM **AVWA Scholarship Awards**

11:35 AM **Closing Comments & Sponsor Acknowledgements**

12:30/1 PM **Outdoor Equipment Demonstrations – at Ferrington Vineyards**

THANK YOU EVENT PARTNERS



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