

Charles L. Barra
December 12, 1926 - June 29, 2019

Community Tribute to Charlie Barra, Mendocino's Godfather of Grape Growing

As the 2019 Mendocino grape harvest swings into its annual frenzy, one of our most treasured growers won't be picking his 74th harvest. For nearly three quarters of a century Charlie Barra and Mendocino County's vineyards have been synonymous. When he passed away on June 29, at the age of 92, the tributes poured in for the trail-blazing grape grower and passionate community leader.

"I was only 20 years old when Charlie was appointed to the Board of Supervisors but I do remember it!" says Carre Brown, First District Mendocino County Supervisor.

Twenty years later Carre became the director of the Mendocino County Farm Bureau. "Charlie was one of my "educators" about the County's agriculture and its politics. He taught me a lot about the growing of grapes and its history in our County. Plus what a grower must

do to market their crop and the making of good wine. I especially appreciated our many lively debates on the issues of the day including the water supply for ag and the Ukiah Valley. Even though we didn't always agree, I needed the education he gave me. I am very grateful to have had him in my professional life as an advisor, and it was an honor to have him as a friend."

An avid farmer since high school, Barra worked in vineyards in Redwood Valley beginning in 1945. He loved to tell the story of getting permission from the high school principal to only go to school half a day because he was going to lease his neighbor's ranch and earn some money. "After the harvest, it turned out I made more money than the principal," chuckled Barra many times over the succeeding years. He was paid \$10,000, three times what the principal made.

In 1955 Charlie planted 150 acres of prime varietal wine grapes at the home ranch on East Road. Among his noteworthy accomplishments is being the first to use a sprinkler system for frost protection in vineyards—an idea he got from reading a National Geographic story on the topic.

Barra constructed water reservoirs for storing winter water runoff to use for frost protection and irrigation. He pioneered the use of grape gondolas for in-field harvesting, making the use of heavy wooden boxes in the field obsolete.

Always passionate about varietal grapes and the quality of Mendocino in particular, and he was one of a small group of dedicated growers who founded the California North Coast Grape Growers Association in 1963. He served on the board for 41 years. Under his leadership the group lobbied for a variety of causes including a law to require when labeling varietal wines, the wine had to contain 75 percent of that varietal, up from 51 percent. He got the California North Coast Appellation (Mendocino, Sonoma, Lake and Napa counties) to be

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CALL FOR NOMINEES

MWI is looking for **nominees for our 2020/2021 Board of Directors**. We have open grower and winery seats. All grower or winery members in good standing are eligible to serve on our board.

Your participation is vital to our volunteer board of directors to help steer the work that Mendocino Winegrowers does for our membership. The time commitment is one meeting per month, and occasional special committee work.

The ballot for 2020/2021 director seats will be mailed no later than October 15th. Please contact MWI if you are interested to serve as a director, want to nominate someone, or would like more information - info@mendowine.com or 707-901-7629.



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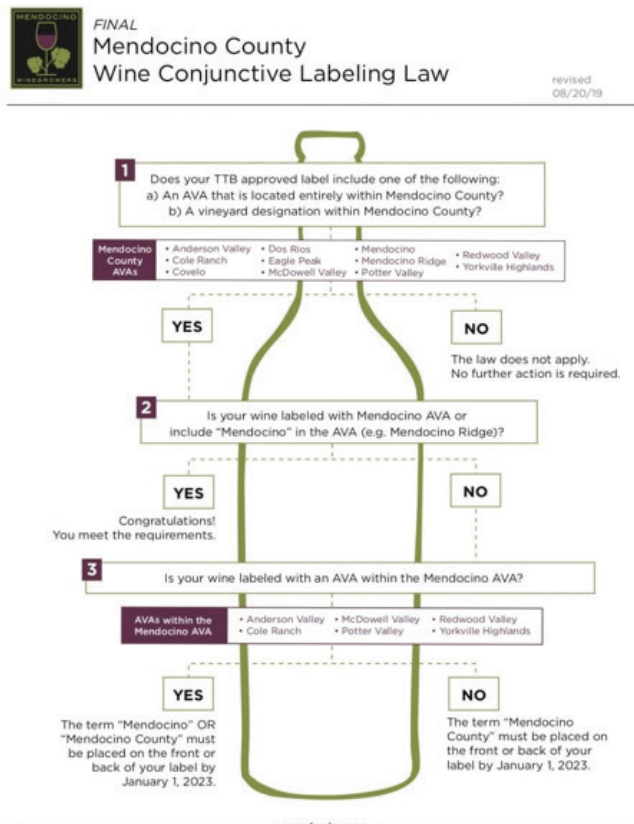
Conjunctive Labeling Ballot Passes

The MWI Board began exploring the idea of a conjunctive labeling program to improve consumer identification and understanding of the region’s wines early in 2018. Given the strong evidence that Conjunctive Labeling programs benefit the regions that enact them, a draft proposal for Mendocino County was crafted by MWI. The language, largely based on the successful Monterey program, was designed for simplicity and minimal impact on wineries.

After a series of regional meetings this year, the and put to a vote of all stakeholders in Mendocino County. Stakeholders were defined as entities that meet one of two criteria: 1) ownership of vineyard land within Mendocino County, or 2) ownership of a basic permit facility within Mendocino County whose purpose is the production of wine.

The ballot was completed August 5th, 2019 and over 80% of the returned ballots were in favor of conjunctive labeling. This means that any wines bottled on or after January 1, 2023 must bear the designation of “Mendocino County” or “Mendocino” on the label. Additional details can be found on mendowine.com.

MWI will now initiate the legislative process for implementing conjunctive labeling of Mendocino County wines. This coming January MWI will host an informational meeting with Senator Mike McGuire to explain the legislative process for conjunctive labeling in Mendocino County.



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SANITARY STAINLESS WELDING, INC.

MWI’s New Website is LIVE!

When you visit MendoWine.com, you may notice something different. With help from our member Brandhound, we’ve updated the website with a new look, and mobile-friendly design. This is a work in progress... keep an eye open as we add exclusive members-only content and resources.

If you have a great photo of your property that we can add to the site, please send it to roger@brandhound.com. Check out the new site at mendowine.com

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recognized by the Bureau of Alcohol and Firearms as a distinct, premium growing region in California. He led the change in regulations to require wineries to agree on prices before grapes were delivered by growers.

In 1980 Barra married Martha, his soul mate and soon to become business partner. “Charlie was a teacher, and when I married him, I became his student, working at his side, day after day for 39 years. We made a great team in that he was the one who came up with big ideas, and I was good at filling in the details,” says Martha Barra. “I learned not to be afraid to take chances, that it was okay to borrow money to expand the business, and it was important to give time to your community.”



He and Martha had all their vineyards certified organic, following the practice of using no pesticides, something Barra had always subscribed to. “I was organic for 40 years and didn’t know it,” he was quoted as saying.

Around 1999, the Barras decided to make their own brand and Barra of Mendocino was created. This was a practical decision as Barra explained. In addition to having more control over the cultivation and harvest of grapes, making wine solved the issue of perishability by making a marketable commodity.

A mentor to new vineyard owners, Barra shared his experience and wisdom freely. John Fetzer, the oldest of the Fetzer clan, said, “Charlie was my mentor and my idol, like a father, from a very early age. I can’t imagine my life and where our family would be today without the push Charlie gave my father to purchase the old Smith Ranch back in 1957.”

In the 1970s, when Guinness McFadden sought counsel on his new grape growing venture, “Charlie was one of a kind,” he remembers. “He was always looking at things in new ways... to make improvements...a great teacher and mentor. His contributions are long lasting--for grapes growers, Mendocino County and beyond--especially in the community.”

In 2002 Charlie was one of the first recipients of the “George Zeni Award”, a perpetual trophy given by the Mendocino Winegrowers to the winegrower of the year representing outstanding stewardship of the land, community service, and producing the highest quality wine grape in Mendocino County. Charlie clearly embodied all these attributes.

By Heidi Dickerson for the Ukiah Daily Journal

Pete Luchessi 707-272-0474

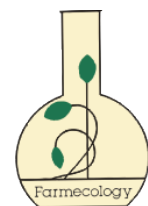
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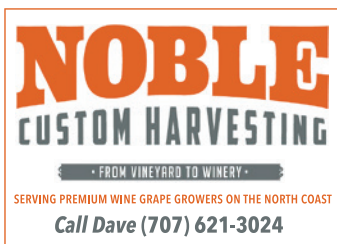

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Potter Valley Project Licensing Update

By: Devon Jones, Executive Director, Mendocino County Farm Bureau

On June 28th, the Mendocino County Inland Water and Power Commission (MCIWPC), Sonoma Water, California Trout, Inc. and the County of Humboldt filed a Notice of Intent (NOI) and Pre-Application Document (PAD) for the Potter Valley Project (Project) as required by the Federal Energy Regulatory Commission (FERC) July 1st deadline. No other NOI/PAD documents were submitted to FERC by other entities interested in licensing the Project. FERC approved the submittal from the NOI partners on August 1st.

Over the last month, there have been a few key developments with the Project licensing process. The four NOI partners listed above have been discussing the formation of an official entity to ultimately be the licensee, hiring a consulting firm to assist with the development of the feasibility study, moving forward with a public communications plan and bringing on additional parties into the current partnership. The Round Valley Indian Tribes announced in early September that have signed the planning agreement to participate and the County of Lake has also budgeted the funding required to participate pending approval of the other partner groups. Additional partners that may be considered are the Yurok Tribe and the Dry Creek Band of Pomo.

Through the Planning Agreement, the NOI partners will complete a feasibility study by April 14, 2020. The feasibility study will include: (1) a description of the regional entity that will be formed and will apply for the new license; (2) a Project plan showing capital modifications, as well as operations and maintenance requirements, for the continued delivery of water and generation of hydroelectric power; (3) a fisheries restoration plan with measures to be implemented under the new license; (4) a proposed study plan detailing additional studies necessary to develop a new license application; and (5) a financial plan, including the specific sources of initial funding and subsequent revenues to fund the licensing, capital improvements, and operations and maintenance of the Project under a new license.

Mendocino County Farm Bureau encourages all of you to stay informed on the licensing process for the Project as it moves forward. Farm Bureau is working to provide regular updates on the Project and has additional information available on our website: www.mendofb.org under the Advocacy tab. If you are not receiving email updates on the Project, but would like to, please email: director@mendofb.org

WATER QUALITY REGULATIONS



& THE CHALLENGES FACED BY WINERIES IN CALIFORNIA

Erik Liebrecht Frog Environmental, Inc. | 310.241.0866 | erik@frogenv.com
 Graphics by Heidi Harkins

Wineries in California are subject to an array of water quality standards which involve complex planning to develop and maintain programs consistent with state regulations. From the past and present Industrial General Permit (IGP) to the newly drafted Winery Order, regulations are multifaceted and require extensive time and care to comply.



MAP LEGEND	
Water Board Northern Regions	Wine Regions
5S Central Valley	Mendocino County
2 San Francisco Bay	Lake County
5R Central Valley	Sonoma County
6SLT Lahontan	Napa County
1 North Coast	Livermore
Waterboard Southern Regions	Santa Cruz County
6V Lahontan	San Luis Obispo County
5F Central Valley	Santa Barbara County
3 Central Coast	Central Valley
7 Colorado River Basin	Sierra Foothills
4 Los Angeles/8 Santa Ana/9 San Diego	Southern California

The IGP places strict requirements on wineries to protect stormwater runoff from materials and wastes associated with winemaking activities. Plans, reports, and sample results are uploaded to the State's online report tracking system (SMARTS). This system enables more efficient enforcement, which has resulted in an increase in fines and penalties imposed by the Water Board ranging from the mandatory minimum of \$5,000 to \$10,000 per day for higher offenses. The system is also viewable to the public and completely transparent, which has led to many wineries in California being issued 60-Day Notices of Intent to Sue by third-party groups. Businesses facing civil suit are subject to \$37,000 for each day of the alleged violation(s), as well as additional requirements and monetary fees by the third-party group. Violations come in many forms including non-filing, deficient planning, high sample results, and failure to comply with the monitoring and reporting requirements.

Water quality regulations are not limited to the IGP. On February 11, 2019, the State Water Board transmitted an administrative draft of the Winery Order, which contains general waste discharge requirements for winery process water. This new order intends to protect ground water quality by regulating the discharge of process water to land areas. Wineries that operate process water ponds or apply process water to crops or other land dispersal areas will be subject to permitting, Best Practicable Treatment or Control (BPTC) Measures, and ongoing monitoring of process water and land application areas.

If your business is not currently enrolled in the IGP, has high sample results, or is not implementing the required monitoring and reporting, you should act now and protect yourself before it is too late. If your business is subject to the new Winery Order, you should arm yourself with the information needed to get ahead of the game. Environmental engineers are a great way to manage your compliance and receive the information and guidance needed to navigate these complex water quality requirements. Consider adding one to your team through employment or partnering with an outside consulting company to meet your water quality permitting, testing and reporting standards.

California is a hotbed for regulatory and third-party enforcement. Regulations can be complicated and are ever-changing. Educate yourself, file and maintain your permits, and improve your water quality. **BE COMPLIANT.**



TASTE MENDOCINO - NEW VENUE! Berkeley Country Club

SAVE THE DATE - April 18, 2020

Once again MWI is teaming up with Visit Mendocino County to create the ultimate showcase of Mendocino County's wine, food and destinations - Taste Mendocino. We are thrilled to announce we have found a fabulous new venue in the Berkeley Hills for our annual Taste Mendocino event. This amazing venue has it all...plenty of on-site parking, easy accessibility (just 20 minutes from San Francisco), banquet staff, gracious event spaces and stunning views of the Bay.

Designed in the 1920's by the notable Bay Area architect W. H. Ratcliff, the clubhouse is a supreme example of the English Tudor Revival. Sweeping views from every window and the gorgeous golf course are the perfect backdrop for our Taste Mendocino. The Berkeley Country Club has a robust membership of affluent food and wine lovers...a perfect audience for our amazing showcase of Mendocino County's finest food and wine. Taste Mendocino will include a trade and media session, followed by the consumer session which will be open to the public. Join us at Taste Mendocino on April 18th as the kickoff event for Mendocino County's Spring FEAST 2020!



Berkeley Country Club entrance



Berkeley Country Club deck

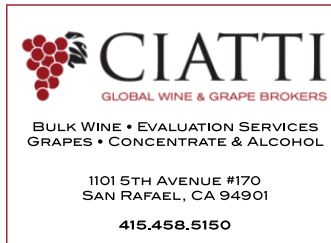
Winegrape Growers Affected by Wildfire Can Apply for Assistance Through WHIP Plus

U.S. Secretary of Agriculture Sonny Perdue announced on September 11th that growers who suffered crop losses due to natural disasters in 2018 or 2019 can apply for assistance through the Wildfire and Hurricane Indemnity Program Plus (WHIP+) program. Winegrape growers who suffered losses due to smoke exposure events in 2018 are eligible. The California Association of Winegrape Growers (CAWG) worked with members of the California congressional delegation to ensure winegrapes are covered by the WHIP+ program.

USDA is now accepting claims for WHIP+ assistance. USDA recommends growers contact their local Farm Service Agency (FSA) county office (Phone: 707-468-9225 x 2) to schedule an appointment. Winegrapes are the only commodity under WHIP+ eligible for payments due to quality losses. Growers can receive WHIP+ payments for unharvested grapes resulting from wineries that rejected smoke exposed fruit, provided growers can document the fruit had elevated levels of smoke compounds. In addition, WHIP+ will cover quality losses attributable to smoke where the affected grapes had a value of less than 75 percent of the average market price of undamaged grapes of the same or similar variety. WHIP+ represents a substantial improvement over the 2017 version of WHIP in that it covers quality losses.

Become a MWI Member

Our members are winegrowers, winemakers, industry partners, and local businesses, **working together to support the Mendocino County wine industry.** Join them and sign up with MWI now! Visit mendowine.com for more info.



Mendocino WineGrowers, Inc.
390 West Standley Street
Ukiah, CA 95482

SAVE THE DATE



MWI Harvest Party - Friday, November 1st

It will be another great old-fashioned barn dance at Brutocao's beautiful Contento Vineyard. The Harvest Party kicks off at 4:30pm with a wine reception featuring wines from YOU and YOUR neighbors! Bring a bottle of wine to share (beer will be available as well). A brief MWI Annual Meeting and the annual presentation of the George Zeni Award will take place before a delicious dinner catered by Bella Cibo followed by dancing to rockin' tunes by Dean Titus and the Boot Jack 5! Tickets are \$50 for MWI members, and \$75 for non-members.

Thank you to our generous sponsors: PLATINUM LEVEL - Brutocao Cellars, American Ag Credit, Sonoma Clean Power, Visit Mendocino County, ChromaGraphics. GOLD LEVEL - Noble Vineyard Management, Garton Tractor, Grow West, Pacini Wines, Sunridge Nurseries, Cold Creek Compost, JSC Agricultural Supply, Novavine, Ganau America, MCC Label, PolarClad Insulation, Sanitary Stainless Steel, Turrentine Brokerage, Savings Bank of Mendocino

For details about this event and others, visit mendowine.com