



Mendocino WineGrowers, Inc.  
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**Mendocino WineGrowers, Inc. announces approved USDA grant to fund  
second Grower Education Initiative Series**

Oct. 15, 2014 – Ukiah, Calif. – On September 30, 2014, the USDA's Risk Management Agency (RMA) approved the Mendocino WineGrowers, Inc. (MWI) application for a grant to fund their Grower Education Initiative Series, a comprehensive program that aids and facilitates grower operations throughout the region with key partners such as FarmLink, The Wine Institute, the University of California Cooperative Extension and others. In addition to these valuable relationships, MWI also works closely with the media and trade audiences to continue to raise awareness and promote the reputation of Mendocino County grapes and wines.

The grant in the amount of \$99,384 will be used to support these key initiatives:

- State of the Industry Summit
- Succession Planning Workshop
- Pruning Education Assessment Seminar and Contest
- Grape Buyers Guide
- Vineyard Guide

"This is our second year as a program partner with the USDA's RMA, building on success from last year's various workshops, seminars and trainings. The healthy funding allows MWI to continue our agenda to increase the visibility of our growers while enabling each grower to achieve the highest standards of quality," stated Tyler Rodrigue, MWI Board president and Haiku Vineyards grower.

The flagship project in the program is the State of the Industry Summit, wherein MWI will gather experts from all over California and North America to address marketing strategies and next-generation growing techniques, as well as Mendocino County's position in the national grape and wine market – all of which supports the goal of the MWI/RMA partnership of providing Mendocino County grape growers with critical tools to mitigate risks to their business, whether in the vineyard itself, in contract negotiations or in remaining competitive with larger operations from other regions.

The 2015 Grower Initiative Education Series also includes initiatives that support existing projects in MWI's annual plan like workshops and seminars that could only be executed with the help of Mendocino County organizations like Visit Mendocino County (VMC) and the Mendocino County Farm Bureau, as well as localized organizations like the Anderson Valley Winegrowers Association (AVWA), Destination Hopland, A Taste of Redwood Valley, and the Yorkville Highlands Growers and Vintners Association (YHGVA).

Information on the 2015 Grower Initiative Education Series will be available soon on the MWI Website, [www.mendowine.com](http://www.mendowine.com); for more questions about MWI, please contact Aubrey M. Rawlins at 707-901-7629 or [info@mendowine.com](mailto:info@mendowine.com). For press inquiries contact: Amelia Weir at SWPR, 415-244-1240.

**About the Mendocino WineGrowers, Inc.:**

Mendocino WineGrowers, Inc (MWI) is a voluntary group of winegrowers and vintners created in fall of 2012 helping to promote the grapes and wines of this large region. MWI is the leading voice of Mendocino wineries and winegrowers throughout the region dedicated to increasing awareness and furthering our message about the quality of grapes grown in our vineyards. Mendocino's unique collection of heritage vineyards, organic pioneers, name-brand wineries and family businesses is home to 8 recognized Viticultural Areas with 550 vineyards properties and 93 winery businesses. The region is well known for it's pioneering "green" movement and can proudly say their green credentials are unsurpassed by any other wine region in the world.

**Mendocino WineGrowers, Incorporated (MWI) Members:**

Akins Family Vineyards	Ferrington Vineyards	Mendocino Wine Company
Albertina Wine Cellars	Frey Vineyards	Mercier Winery
Alder Springs Vineyard	Gibson Vineyards	Meyer Family Cellars
Allied Grape Growers	Gobbi Street Vineyard LLC	Navarro Vineyards
Baker Vineyard	Grape Ventures, LLC	Nelson Family Vineyards
Balo Vineyards	Greenwood Ridge Vineyards	Nelson Hill
BARRA of Mendocino	Haiku Ranch	Norgard Farms, Inc.
Bink Wines	Handley Cellars	Old Chatham Ranch
Bleauhard Vineyard	Henneberg Vineyard	Oster Wine Cellars
Bonofiglio Vineyards, LLC	Hillside Vineyards	Paradise Canyon Farms
Chapman Ranch	Husch Vineyards	Phillips Hill Winery
Charles Locatelli Vineyard	James Vineyard	Philo Ridge
Chase Vineyards	JCP Farming Co	Pole Barn Vineyard
Cononiah Vineyards	Jeriko Estate	Potter Valley Wine Works
Crop Production Services CPS	Jim Bogner Ranch	Ravano Vineyards
Dark Horse Vineyards	Judson Hale Winery	Redwood Valley Juice Co.
Dave Downey Vineyards	Kazmet Ranch	Rivino
Dempel Ranch Vineyard	Kendall Jackson	Romani Family Vineyard
DNA Vineyards	Kimmel Vineyards	Route 128 Winery
Docker Hill Vineyard	Klein Family Vineyards	Saracina Vineyards
Drew Family Cellars	La Ribera Vineyards	Seebass Family Wines
Dreyer Wines	Lake Mendocino Vineyards	Signal Ridge Vineyard
Duncan Peak Vineyards	Light Vineyards	Silversmith Vineyards
Dunnwood Vineyards / Constellation	Manoir Girard Cellars	Stipp Ranch
Elizabeth Spencer	Masut Vineyard and Winery	Testa Vineyards
Ferrari Carano	McFadden Farm & Vineyards	Thomas F. Johnson Vineyard

Thurston Family Vineyard

Trail's End Vineyard

Trinafour Cellars

Upper Ranch Vineyard

Vintage Wine Estates

Waits-Mast Family Cellars

Weir Vineyard

Wiley Vineyards