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Mendocino Winegrowers Regroup

A new alliance of Mendocino County growers and vintners is in the final stages of formation. The Mendocino WineGrowers Inc. developed from county wide community meetings.

“The direction of the group was apparent very quickly,” notes MWI Formation Board member Zac Robinson of Husch Vineyards. “Lots of ideas were expressed at the community meetings but several recurring themes showed us our common ground.”

The shared mission of the voluntary membership-based not-for-profit is to promote Mendocino grapes and wine. There are more than 300 grape growers and nearly 100 wineries in the county. MWI intends to partner with Mendocino County’s appellation associations including Destination Hopland, the Anderson Valley Winegrowers Association and A Taste of Redwood Valley as well as the Mendocino Farm Bureau and the regional marketing group Visit Mendocino County.

“Working together as an association benefits the entire industry in our county,” says Katrina Frey, of Frey Vineyards. George Lee, a grape grower and another member of the Formation Board, sees broad support for the new group, adding, “the interest among my neighboring growers for the new organization is strong.”

In addition to Robinson and Lee the MWI Formation Board of Directors includes Ed Berry, Leroy Chase, Paul Dolan, MJ Girard, George Phelan, Fred Buonanno, and Matt Meyer.

MWI begins operation on August 1. The first duties of outreach and organizational structure have commenced and a conventional twelve month fiscal year will start on November 1. All growers and vintners in Mendocino County were previously members of the Mendocino Winegrape and Wine Commission, which ceased operation on June 30.

For more information about the new Mendocino WineGrowers, Inc. contact George Lee at leegf@prfrrg.com or Robinson at zac@huschvineyards.com. To learn more about Mendocino wine visit www.mendowine.com.