



## EcoWinegrowing Seminar: Resource Conservation & Efficiency For Vineyards and Wineries

Thursday, July 25, 2013  
8:00am-2:30pm

Hilton Hotel  
6001 La Madrona Drive, Scotts Valley

### With featured speaker Dr. Marcus Buchanan on Vineyard Water Management:

Whether or not you irrigate you will learn more about the effects of water (or lack of) on winegrape quality.

We have had little rainfall since the beginning of the year, and although our vineyards are thriving it is a very dry summer. For some, well water is non-existent or limited. How can you use water sustainably and efficiently in your vineyards and wineries? Regulatory agencies are imposing restrictions and requirements for water storage and runoff. Some of you have already been contacted about the Central Coast Ag Waiver, and want to understand more about it. Water Boards throughout the state are drawing up plans for water use. What are the implications of this on everyone.

**Whether or not you irrigate**, this program will provide valuable, useful information. Topics include water management for winegrape quality; groundwater availability issues; rainwater catchment; the Central Coast Ag Waiver and its implications for everyone; measuring and tracking water, energy and nitrogen use; rebates and funding sources; best practice examples from some of our local growers; and more.

This is a *free* program brought to us by the California Sustainable Winegrowing Alliance (CSWA), and co-sponsored by the VASCM and SCMWA. *Lunch is included.*

*RSVP in advance is appreciated (so we can be appropriately prepared): Contact Jodi Wilson at [jwilson@wineinstitute.org](mailto:jwilson@wineinstitute.org) or 415.356.7544; or email [info@vascm.org](mailto:info@vascm.org).*

### Agenda

**7:30** Registration, coffee, pastries

**8:00** Welcome and Introduction

**8:05** **Energy Conservation and Efficiency:** Learn about alternative energy options for your operations, including cost savings and funding availability.

- Energy Efficiency Audits, Planning and NRCS Funding Opportunities - *NRCS*
- Energy Efficiency Opportunities and Rebates and Incentives for Wineries and Vineyards - *Rick Glissman, Pacific Gas and Electric Company*
- Winery Case Study on Energy Efficiency and Solar – *Steve and Pamela Storrs, Storrs Winery*

**9:00 Sustainable Water Management for Wineries**

Small Winery Water Guide for Conserving Water and Wastewater Management  
– *Bob Chrobak, Kennedy Jenks*

**9:30 Performance Metrics – Value of Measuring and Tracking Water, Energy and Nitrogen Use**

– *John Garn, California Sustainable Winegrowing Alliance*

**10:00 Break**

**10:15 Vineyard Water Management – Strategy, Monitoring and Implementation**

– *Dr. Marcus Buchanan, Buchanan Associates*

Whether or not you irrigate you will learn more about the effects of water (or lack of) on winegrape quality. Dr. Buchanan will provide an overview of concepts and techniques for precision irrigation of winegrapes. Topics include vineyard and vine management strategies (do you need irrigation or not?), evapotranspiration-based irrigation scheduling and controlled deficit irrigation, use and interpretation of pressure bombs and readings, irrigation system maintenance and testing, flow monitoring, and if and how irrigation has positive impacts on winegrape 'quality'.

A former resident of the Santa Cruz Mountains and now residing in Oregon, Marcus Buchanan holds a doctorate in Soil Science and Systems Modeling and a Masters in Agroecology. He is an applied soil scientist and agronomist and works with vineyard clients (as well as vegetable, tree and bush fruit) in California and Oregon. A focus of his consulting business is irrigation management, and he has experience with many winegrape varieties in diverse climates. Between 2008 and 2011 he was the first Oregon State Extension Viticulturist in the Southwest Oregon region, comprising three appellations with over 50 grape varieties planted. In this position he developed an ET Irrigation Network with ten growers across the mesoclimates of the three county region. He works with his clients to solve production problems, develop and implement new technologies and practices, and optimize production efficiency while protecting soil and water resources.

**11:00 Water Availability, Quality & Conservation for Vineyards**

- **The Central Coast Ag Waiver - What, Why, Who, and the Implications for All of Us** *Mary Ellen Dick, Central Coast Agricultural Water Quality Coalition*

Growers should be aware of the Ag Waiver, what it means, and the implications even if you're not immediately affected. Similar regulations are in the works for Region 2. If you have already been contacted (or could be) then this will help you better understand it and what you need to do. The CCAWQ is an organization started by farmers along the Central Coast to take the initiative in addressing the Ag Waiver and to help farmers understand and implement it. They have our best interests at heart.

- **Water catchment systems; erosion control** (and the conservation context for the Ag Waiver); Conservation services and funding - *Rich Casale, NRCS*
- **Groundwater Availability and Watersheds in Santa Cruz and Santa Clara County** - *Roy Nelson, CE*

Roy Nelson is a civil engineer living in Los Gatos. He will address groundwater availability and issues, both in Santa Clara and Santa Cruz Counties, as well as regulations for stored water. Roy Nelson designs and analyzes water systems for government agencies, companies and private individuals. He has worked in both Santa Clara and Santa Cruz Counties. He is very familiar with water policies, and wrote the small system water regs for Santa Clara Co. He is a fan of Santa Cruz Mountains wines.

**12:00 Lunch**

**1:00 Grower and Winery Best Practices for Resource Conservation:** Best practices. (including rainwater

harvesting, erosion controls, protecting surface and groundwater, energy efficiency, solar, etc.)

– *Jerold O'Brien, Silver Mountain, and Rich Casale, NRCS*

**2:00 Assessing and Communicating Sustainability:** How do you know where you are with your

sustainability, how to best communicate what you are doing, and, importantly, do consumers and wine buyers care? – *Lisa Francioni, California Sustainable Winegrowing Alliance*

**2:30 Close**