



NAPA VALLEY GRAPEGROWERS POSITION STATEMENT

Regarding the Proposal to Modify the Winery Definition Ordinance

For over 40 years the citizens of Napa County have held agriculture as the highest and best use of the county's unincorporated areas. The result has been the preservation and continued proliferation of a highly profitable grape and wine industry that is the primary economic driver of Napa County today, contributing roughly \$10 billion annually.

The long term sustainability of Napa County's wine industry is predicated on the integrity of the Agricultural Preservation (AP) zoning implemented in 1968, which affords necessary protections to agricultural land that enable the significant capital expenditure necessary to establish and operate world class viticultural operations supporting the level of quality for which the Napa Valley is recognized the world over.

The Winery Definition Ordinance (WDO) was adopted in 1989 and included in the Napa County General Plan after extensive County and public review and a comprehensive Environmental Impact Report (EIR). This EIR concluded that the proliferation of non-agricultural related activities in the AP zone would be in conflict with the strong agricultural protections in the General Plan.

These protections for Napa Valley's agricultural lands have continually been supported by the citizens of Napa County since their implementation in 1968, most recently through the extension of Measure J to 2058 and the embrace of the latest Napa County General plan in 2008.

The Napa Valley Grapegrowers (NVG) recognizes the impact of the current global economic downturn on all aspects of the local economy, including the hospitality sector, and is prepared to collaborate to define opportunities to improve the local economic environment. That said, the NVG cannot support any modification to the Winery Definition Ordinance (WDO) that may undermine the foundational underpinnings of Napa County's Agricultural Preservation (AP) zoning. Furthermore, any modification would require a complete review of the associated long term environmental and industry impacts.

As always, please send your comments or inquiries to President Bruce Phillips or Industry Issues Chair Jon Ruel at the NVG office: info@napagrowers.org or (707) 944-8311.

www.napagrowers.org

"To preserve & promote Napa Valley's world-class vineyards"