

Mission

To cultivate viticultural excellence and environmental stewardship for the Napa Valley

Vision

To be a local and global leader for a science-based approach to grape growing and agricultural stewardship

To ensure the viability and resiliency of grape growing in the Napa Valley

To raise awareness and inspire action

Guiding Values

Education

Advocacy

Excellence

Conservation

Collaboration

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Letter from the President

At the core of our grape-growing community is a camaraderie that simply does not exist in other industries. Whether a grower is a small family operation or a larger organization, working together makes us better farmers.

This is a business built on hard work, perseverance, and passion that is sustained for generations. We are dedicated to keeping it that way. In the following pages you'll see how we devoted our efforts to ensure the viability and resiliency of grape growing. You'll meet people who share our commitment to our mission of cultivating viticultural excellence and environmental stewardship for the Napa Valley.



MARY MAHER

When we offer a water conservation seminar, advocate for fire resources, or collaborate with partners we do it for everyone who lives, works, or visits in the Napa Valley. The more effective we are in our sustainable farming education and advocacy, the more we help to keep our entire community healthy and safe.

I'm proud of all we achieved in 2023 and as the outgoing Board President, I'm grateful to have served our community on behalf of the Napa Valley Grapegrowers. I'm especially grateful to all of you - our board directors, members, donors, sponsors, and community partners for supporting our work.

Mary Maher, President Napa Valley Grapegrowers

[&]quot;When we offer a water conservation seminar, advocate for fire resources ... we do it for everyone who lives, works or visits in the Napa Valley."

2023 Impact Report – By the Numbers

Your generosity funded education, advocacy, and collaboration that raised awareness and inspired action focused on climate, environment, wildfire, water, and the business of grape-growing in the Napa Valley.

EDUCATION

We provided workshops and seminars on sustainable farming and climate-smart practices, low-smoke burning, integrative pest, disease and weed management, and water conservation – all of which helped to preserve the quality of air, water, and land that our entire community relies on for its physical and economic well-being.

13

WORKSHOPS AND SEMINARS

6

EDUCATIONAL VIDEOS PRODUCED

79

HOURS OF

1,320

VIDEO VIEWS (ENGLISH) 716

PARTICIPANTS

762

VIDEO VIEWS (SPANISH)

ADVOCACY

We provided information about the issues that intersect with agriculture to policymakers and our community. Our advocacy efforts include commentary letters, public comments, and participation in meetings and forums focused on establishing long-term resiliency to protect our land, water, and air for the benefit of everyone who lives in, works in, and visits the Napa Valley.

5

PRIORITIES

36

ADVOCACY EFFORTS 32

COMMUNITY AND INDUSTRY PARTNERS

COLLABORATION

We partnered with like-minded organizations and educational institutions to preserve the values our farming community is built on – supporting our neighbors, working together to prevent, mitigate and recover from natural disasters, and preparing the next generation of Napa Valley leaders.

98

COMMUNITY AND INDUSTRY PARTNERS

549

PARTICIPANTS

2023 Initiatives

EDUCATIONAL PROGRAMS

- AHEAD OF THE CURVE brought global leaders in the climate and environmental sectors together to offer participants innovative business and farming approaches to achieve resilience and longevity. Outcomes: 85% of participants developed a plan or implemented learned climate-smart agricultural practices
- BUSINESS OF VINEYARDS offered essential information and data for making informed, strategic decisions about grape varieties, pricing, sales strategy, quality standards, and market trends in long-term business planning.
- CLIMATE SCIENCE SEMINAR SERIES delivered data about a changing climate that spurred attendees to take meaningful action to address the risks and opportunities that exist in the wine business.
 - Outcomes: More than 70% of Part 1 participants, and 100% of Part 2 participants developed a plan or implemented learned climate-smart agricultural practices
- ROOTSTOCK examined the current trends and public perception in herbicide use, laws and regulations for pesticides, California Department of Pesticide Regulation's sustainable pest management plan, and provided innovative approaches to weed management.

- SPANISH FOR THE WINE INDUSTRY introduced vocabulary and conversational skills pertinent to vineyards, wineries, and human resources to improve communications with vineyard and cellar teams.
- SUSTAINABLE VINEYARD PRACTICES delivered education for improving sustainable farming practices with a focus on pests and disease, and redevelopment decisions.
 - Outcomes: 82% of Sustainable Vineyard Practices participants intend to or have developed a plan to implement pest and disease risk management practices
- LOW SMOKE BURN PROGRAM trained vineyard managers on clean burning techniques designed to preserve air quality during vineyard burning. Outcomes: 100% of participants have developed a plan to implement alternatives to traditional ag burning
- WATER CONSERVATION SEMINAR provided critical tools for farming in drought and information about new regulations and requirements for Napa County's Groundwater Sustainability Plan (GSP).
 - Outcomes: 51.6% of participants have developed a plan or implemented new water management strategies on their property

Our Impact

"We purchased 90 head of Babydoll Southdown sheep for vineyard grazing and fire control understory suppression."

"We are preparing a roadmap for herbicide reduction so we can reduce the radiation of heat from bare dirt into the crop zone."

"We received two electric tractors in early August and have put them to quick use… This has significantly reduced our GHG emissions."

2023 Initiatives

ADVOCACY PRIORITIES

BOARD OF FORESTRY REGULATIONS

We met with leadership to discuss regulations that could impact grape growers' farming practices.

COMMUNITY POLLING AND FOCUS GROUPS

We implemented a poll and two focus groups (in English and Spanish) to better understand and service the needs of our community as a grape-growing industry.

· GROUNDWATER SUSTAINABILITY AGENCY.

As the grape grower's voice, we helped guide the successful rollout of the new plan to meet environmental goals and ensure the continued viability of grape growing.

TRACK I AND II REPLANTING

We continued our advocacy efforts to retain mechanisms that support farmers' ability to plant and replant, including Track I and II replanting pathways – a key priority for preserving Napa County's agricultural heritage.

WILDFIRE

- We advocated for Napa County to include in its budget a new fire liaison, an increase in early detection capabilities, and additional funds for FireWise, enhancing wildfire safety for the entire County.
- We provided in the field expertise that supported the creation of legislation by Congressman Mike Thompson and Senator Alex Padilla that increased coverage for smoke-exposed winegrape loss and established new funding streams for researching smoke exposure in winegrapes.
- We continued to partner with the Napa Valley
 Farmworker Foundation to provide technical
 assistance to farmers who applied for USDA and
 CDFA financial disaster relief due to catastrophic
 losses as a result of wildfires.

Our Impact

Napa County increased its budget to \$37.5 million for wildfire prevention efforts, including the hire of its first-ever Fire Administrator

Engaged 400 Napa County residents in polling and focus groups, informing future advocacy efforts for the benefit of our community-at-large

Completed our Climate, Sustainability and Water Practices survey, providing key insights into how growers have responded to our educational programs over the long term

2023 Initiatives

COLLABORATIVE EFFORTS

- ETS LABORATORIES BASELINE DATA informed the global methodology and understanding of smoke exposure in winegrapes with three years of data to help growers and winemakers better understand smoke impacts on winegrapes, advocate for better insurance policies, and create individual baselines for their fruit varieties.
- FIRE RESOURCES FAIR provided Napa County residents with property and life-saving information, activities, and services to prevent and mitigate wildfires.
- PASO ADELANTE offered a social network and mentorship opportunities for interns and recent hires in the grape-growing industry.
- PATRICK FOLEY FIELDS OF OPPORTUNITY enlisted industry professionals to serve as mentors and connect students to the wine industry and career paths that they would not otherwise have access to.

- SUSTAINABLE MANAGEMENT OF NATURAL **ECOSYSTEMS AFTER FOREST FIRES** offered a global platform for us to present long-term resiliency strategies promoting the rebound of agricultural and ecological systems in the aftermath of wildfire at this seminar organized in collaboration with Chile VCCB (Vino, Cambio Climático y Biodiversidad) and IEB Chile (Instituto de Ecología y Biodiversidad).
- UNIVERSITY EDUCATION PROGRAM launched in partnership with California Polytechnic University's Wine and Viticulture Department, included on-campus classes and a two-day educational tour in Napa.
- VOLUNTEER FIREFIGHTER APPRECIATION provided us the opportunity to thank the men and women who help protect our land and homes.
- WILDFIRE RESILIENCE SUMMIT gathered a diverse group of voices together to foster dialogue on wildfire prevention and preparedness to ensure a collective community approach to innovative solutions.

Our Impact

"Our sister-region program creates a great opportunity to share knowledge. It has already brought a lot of wineries and growers together and will continue to do so as we further develop it."

- DR. OLGA BARBOSA, INSTITUTE OF ECOLOGY AND BIODIVERSITY (IEB) AND UNIVERSITY AUSTRAL OF CHILE

Stronger Together

Our work to cultivate viticultural excellence and environmental stewardship is enhanced when we join forces with community partners.

THE FOUNDATION The Napa Valley Community Foundation

From scholarships for students to disaster relief, the Napa Valley Community Foundation (NVCF) has been a partner to us and all its neighbors for nearly three decades. We are extremely grateful to the NVCF for all that it does, and in 2023 we were especially appreciative to be a part of the Wildfire Resilience Summit.



WILDFIRE RESILIENCE SUMMIT

On a chilly night in early November, 250 community members joined us, for a robust discussion about wildfires. This first-of-its-kind event gathered a diverse group committed to safeguarding our valley from the devastating impacts of wildfires.

The evening kicked off with a welcome by Congressman Mike Thompson and keynote speaker California State Senator, Bill Dodd, followed by a presentation from Megafire Action Fund co-founder George Whitesides, and reflections from Napa County Supervisors Anne Cottrell (District 3) and Belia Ramos (Board Chair. District 5).

A panel of prestigious speakers that included moderator, Mina Kim, KQED Public Radio: Jason Martin, Deputy Fire Chief Napa County; Joe Nordlinger, Napa Communities Firewise Foundation; Brian Bordona, Head of Napa County Building/Planning Dept; and Lisa Micheli, PhD., Pepperwood Preserve, with host Terence Mulligan, President & CEO, NVCF, was the highlight of the evening. They discussed the opportunities at a local level that address the looming challenges of wildfire risk, mitigation, and prevention.

Attendees, many of whom arrived "curious," "optimistic," and "hopeful," left feeling more informed – the first step in being prepared and safe in an emergency.

We are so proud to have been a part of this special event and so grateful to NVCF for bringing us all together to strengthen our community. The dialogue that was fostered among all will certainly ensure the continued success and resiliency of our community.

Good Neighbors

Neighbors helping neighbors is the ethos that Napa Valley's farming culture was built on and that spirit continues today in the generosity of the individuals who put community first.

THE SUPPORTER **Bob Torres**

Trinchero Family Estates, which was founded 75 years ago and is the world's fourth largest winery, was once struggling just to keep the lights on. It's hard to fathom that, but it makes a great ragsto-riches tale that Bob Torres. Vice Chairman and Director tells exceedingly well.

Bob, who grew up in St. Helena, earned a degree in architecture at Cal, and toyed with the idea of being a cartoonist before joining his family's winery, will tell you that when his grandparents, Mario and Maria bought Sutter Home in the late '40s, there were some lean times.

What helped was living in a tight-knit community where no one thought anything of borrowing glass, a pump, or a tractor. In fact, family lore has it that neighboring Louis Martini would offer Maria a place on its bottling line while things cooled down after an argument with Mario.

Times changed dramatically for the winery, when Bob's uncle. Bob Trinchero, made the first Sutter Home White Zinfandel and within a decade the Trincheros became Napa Valley's largest wine producers.

What didn't change was how Bob and his family relied on and in turn helped their neighbors. His parents, Vera and Ray, who had always volunteered for the PTA, football, Little League, and more, began to make financial contributions to causes that were important to them, including those focused on children and animals.



BOB AND MARIA TORRES WITH THEIR PUPPY, VALENTINA

Bob, who continues in the volunteer footsteps of his parents, serving on boards, including the Boys & Girls Club of St. Helena and Calistoga and St. Helena Hospital, has generously supported the Napa Valley Grapegrowers as a donor and has been a sponsor of Harvest STOMP every year since its inception in 2008.

Like the generations before him, Bob is humble, grateful, and never takes his family's success for granted and so he gives back. "You realize how fortunate you are and that you have a duty to support the organizations that do great work in this Valley."

No one is going across the street to blow off steam these days, but the neighborly values Bob and his family perfectly illustrate, are what makes our community so special.

Working in Harmony

Sharing best practices, knowledge, and resources has not only formed the foundation of our education and advocacy work, but has helped to shape the Napa Valley into the world's best grape-growing region. This is made possible by our members, committee volunteers, and board of directors who are all committed to supporting the preservation of agriculture and the viability of our winegrape industry today, tomorrow, and for future generations.

THE BOARD DIRECTOR Ted Hall

Ted Hall, co-founder of Long Meadow Ranch, has been an active participant in the Napa Valley Grapegrowers as a board director, member, and speaker, providing guidance on a range of topics, from agricultural sustainability to governance. Given Ted's many accomplishments – he's an organic farmer, vintner, businessman, board director, husband, father, and grandfather – it's nearly impossible to label him. But one title stands out, musician.



TED HALL

At five, Ted learned to play the piano. At 13, when his father brought home a trombone, Ted not only mastered it within a few months, he became the first trombone in his high school jazz band.

That ability to pick up the trombone and perform with aplomb served him well when after a 20-year hiatus from playing, Brian Nova, a friend, asked Ted to audition for his band in 2011. The two were having lunch just before Christmas when Brian asked. Ted declined initially but after a little more wine he caved and said yes. When he went home and told his wife, Laddie, he confessed "I must have been out of my mind." Sane or not, Ted practiced like crazy, passed the audition, and hasn't set his trombone down since.

Ten years ago, about the same time that Ted joined our Board, he formed the Long Meadow Ranch Jazz Orchestra – an ensemble of 20 musicians, many of whom are Grammy-award winners. "It's a privilege to play with these guys," he says.

For Ted it's always been that way. Music has been humbling, a way of learning to treat people with respect without presumption. Asked what the similarities are between playing a trombone in an ensemble and being on a board, Ted says, "One of the things you learn playing jazz is to listen intently to everyone else to discover where you're going and to integrate into the whole to get the best out of everyone. Serving on a board is like that too."

Relationships Matter

We take our role as the trusted voice for growers very seriously and continue to work tirelessly each year to support our farming community. Bringing together our members to share ideas as well as connecting with the community-at-large only makes the Napa Valley stronger and more resilient. Our members are critical to our success, from putting into practice the education we provide to donating wine for events, they exemplify true partnerships.

THE MEMBERS

417 GROWERS

VINEYARD MANAGEMENT MEMBERS

ASSOCIATE **MEMBERS**

97.82%

RETENTION OVER **PREVIOUS YEAR**









Like-Minded Philanthropists

As a 501(c)3 non-profit organization, we rely on the generosity of our community, including the individuals and organizations that provide monetary and in-kind donations, to ensure the viability and resiliency of grape growing in the Napa Valley.

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Direct Donations

Make a donation online, via wire transfer or by sending a check directly to our office.

Securities

Make a gift using appreciated securities, including stocks or bonds.

Retirement Accounts

Name the Napa Valley Grapegrowers as a beneficiary of all or part of your IRA, 401k, 403b, pension or other tax deferred plan.

Employer Matching Gifts

Double your donation by asking your employer if they match employee's charitable contributions.

Automated Donations

Provide a gift on a monthly or quarterly basis.

Trusts

Include the Napa Valley Grapegrowers as a beneficiary in your trust.

Wills

Add the Napa Valley Grapegrowers to your will. You can make a will in less than 20 minutes, specific to the state you reside in, with Free Will.

Social Media

Host a fundraiser using your social media accounts on Facebook or Instagram.

Point-of-Sale

Meet your sales goals and support a local cause by donating a portion of your sales.

Your Cellar

The Legacy Cellar Foundation converts wine collections into charitable donations.

1% for the Planet

Make a pledge to dedicate 1% of your annual income to nonprofit organizations and select Napa Valley Grapegrowers as your partner.

Be Creative

Talk to us about your interests and we can help create a plan with you for making a donation.

Please Donate Today



Point your camera at the code and click on link.

Napa Valley Grapegrowers is a 501(c)3 non-profit organization and as such, your contribution will be tax deductible as a charitable donation to the extent allowed by law. Our federal tax ID is #82-2012860.

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MAJOR SPONSORS

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Central Valley
Chappellet
Circle R Ranch
Coblentz, Patch, Duffy & Bass

Dickenson, Peatman & Fogarty Farella, Braun & Martel Firetree Vineayrds Gargiulo Vineyards

Govino

GVM Law

Hanson Bridgett

Holman Teague Roche Anglin

Jaguar FLC

Jones Family Vineyard

JP Morgan Chase

Labry Wines

Malloy Imrie & Vasconi Insurance Services

Massican

Moss Adams

Napa Printing and Design Napa Valley Luxury Restrooms

Napa Valley Petroleum

Philippa Ward with Engel and Volkers

Piña Vineyard Management

Sire Estate

The Lux Productions

V. Sattui Winery

TricorBraun WinePak

Wonderful Nurseries

