



2007
ORGANIC
VINEYARD & WINERY
GUIDE

*"MENDOCINO COUNTY
LEADS THE NATION
IN ORGANIC WINEGROWING"*

THE NUMBERS - AT A GLANCE

18%

of Mendocino County vineyards are certified organic -compared to 1% in Sonoma County and 5% in Napa County

2,820

total producing acres that are certified organic compared to 565 in Sonoma County

15

wineries producing wine from certified organic grapes

36%

of all certified organic vineyard acreage in California is located in Mendocino County

"Mendocino County Leads the Nation in Organic Winegrowing"

COMPARISON DATA ON CERTIFIED ORGANIC WINE GROWING IN MENDOCINO, NAPA, AND SONOMA COUNTIES*

The numbers at right include only those acres that are certified organic. It is estimated that with non-certified organic acreage included, the percentage of total acreage dedicated to organic wine growing in Mendocino County is closer to 25%.

	<u>TOTAL BEARING ACREAGE</u>	<u>TOTAL ORGANIC ACREAGE</u>	<u>PERCENTAGE</u>
Mendocino	16,084	2,820	18%
Napa	32,055	1,686	5%
Sonoma	57,050	565	1%

**Figures are based on the 2005 Crop Report for Mendocino County; the Sonoma County Agricultural Crop Report 2005, and the Napa County Agricultural Crop Report 2005.*

2005 Crop Report for Mendocino County - Not Yet Posted On the Internet - Phone (707) 463-4208 for more information

2005 Sonoma County Crop Report - http://www.sonoma-county.org/agcomm/pdf/2005_crop_report.pdf

2005 Napa County Crop Report - <http://www.co.napa.ca.us/fileframe.asp?section=Business&Title=Crop%20Report>

MENDOCINO COUNTY LEADS THE NATION IN ORGANIC WINEGROWING

We are proud of the leadership role that the Mendocino Winegrowers have taken in developing successful organic winegrowing farming systems in California.

This effort is a

collaboration that has evolved over the last 20 years between young and old, farmer and university researchers, and alternative agricultural practitioners. Our roots in winegrowing go back 5 generations to the 1860's, and we've held on to the good traditions of growing vines the old ways.

To that we have added modern science and technology, including electronic weather monitoring, selecting cover crops that are especially suited for vineyards, IPM (integrated pest management), biological control, environmentally "soft" crop protectants, as well as new clones, trellises and drip irrigation. We are working with Mediterranean wine grape cultivars that love our warm sunny climate and make extraordinary wines (try some of the Coro wines to see for yourself). Some of our growers are also using the alternative agricultural practices of Biodynamics in an attempt to make high quality wines that are balanced with nature, soil and the cosmos—a very different approach!

Finally, we are making extra efforts to protect our environment. We love where we live, and we are surrounded by nature. We recognize that our vineyards perform ecological services for our beautiful region, including absorbing water in the winter (watershed), making oxygen, recycling carbon dioxide and carbon, providing habitat for fish and wildlife, and creating breathtaking vistas for residents and visitors alike. Winegrowers are mostly local businesses that provide jobs, tax base, and economic activity for our community. But the main reason we do all of this is to make very tasty wines that we hope you will enjoy and remember us by. So pour yourself a glass and see what I mean!

*Glenn McGourty
University of California Viticulture and Plant Science Farm Advisor*

"Mendocino County Leads the Nation in Organic Winegrowing"



PURE MENDOCINO™ WEEKEND

The premier organic food and wine adventure in the known world.

3rd Annual Pure Mendocino™ Celebration - August 25-26, 2007

For information call 1-800-449-6483

A BRIEF (WINE) HISTORY OF MENDOCINO COUNTY

In the complex folds and valleys of Mendocino County, wine has been produced for over 150 years. In the 1850's, Italian immigrants intent on reviving the wines of their homelands brought with them vine cuttings from the old country. The grapes they planted on the slopes of Mendocino County's steep, sun-drenched terrain thrived, producing rich, red wines.

Given Mendocino County's distance from major transportation routes and the sheltering nature of its remote terrain, much of the wine produced in the County stayed there, while to the more accessible south (nearer to San Francisco) Napa and Sonoma wineries gained higher profiles.

As these more southern counties found great success and expansion in the wine market Mendocino County stayed largely hidden from view, growing other major crops such as hops and pears. Prohibition in the 1930's saw the end of hops, and the rise of pears and apples. Wine production did not increase again until the 1960's "wine boom" when California wines were once again put on the map.

With California's higher wine profile and more efficient transportation the old vineyards were given new life, more vines were planted and new wineries sprung up. Wine drinkers discovered that Mendocino County's combination of old world skills and unique microclimates created superior wines and sales rose steadily. The pear and apple orchards began to dwindle, replaced by grape vines as Mendocino County wineries grew in size and notoriety.

In the 1970's the counter culture movement began to impact the area, as great numbers of young people with fresh ideas for natural living moved from cities near and far to the pristine splendor and calm of Mendocino County. They brought with them a consideration for the land that continues to this day—the notion of sustainability and harvests that benefit the land, ourselves, and future generations.

Organic farming techniques were tested, developed, and implemented. Crops that were harder to grow organically, such as pears, shrank, while organically grown wine grapes continued to spread. Today it is estimated that 25% of all wine grapes grown in Mendocino County are certified and non-certified organic. And though more than five times as many acres of wine grapes are grown in Sonoma and Napa counties, when compared to Mendocino County, they fall short by 25% in the total acreage dedicated to growing those wine grapes organically.

With the growing concern for our precious natural resources and the continuing success of organic products, both in the American market and abroad, the benefits of sound and sustainable systems of organic farming are obvious. Mendocino County is in the forefront of this vital movement.

DEFINITIONS

ORGANIC It's one of those words that seems to apply to an increasing array of trendy notions. Indeed, dictionary.com lists 14 different adjectives defined for this word (and one noun), however the definition that applies to agriculture is actually quite simple:

organic - pertaining to, involving, or grown with fertilizers or pesticides of animal or vegetable origin, as distinguished from manufactured chemicals

But then even that definition doesn't really complete the picture. It doesn't explain the reasoning behind organic agriculture. Wikipedia defines it as such:

"According to the international organic farming organisation (IFOAM) : The role of organic agriculture, whether in farming, processing, distribution, or consumption, is to sustain and enhance the health of ecosystems and organisms from the smallest in the soil to human beings."

~ organic. (n.d.). Dictionary.com Unabridged (v 1.0.1). Retrieved September 08, 2006, from Dictionary.com website:<http://dictionary.reference.com/search?q=organic&x=24&y=11>

*Organic farming. (2006, September 4). In Wikipedia, The Free Encyclopedia. Retrieved 02:44, September 9, 2006, from http://en.wikipedia.org/w/index.php?title=Organic_farming&oldid=73831571

BIODYNAMIC The term "Biodynamic" applies specifically to the philosophies of Rudolf Steiner, who believed that the earth itself must be viewed as a living organism that can be nurtured or harmed. He believed that the best form of agriculture is one that takes into account and complements all of the many characteristics of the land being utilized.

With certified Biodynamic farming, the rules of organic farming are narrowed dramatically when applied specifically to the Biodynamic farm's ecosystem. Certification can be a costly and very difficult process that often takes years to accomplish. Biodynamic certification in the United States is only granted through the Demeter Association.

SUSTAINABLE Sustainable agriculture is a more non-specific term, broadly describing farming methods that have negligible impact on the land and surrounding ecosystems. If practiced properly, sustainably maintained farmland should thrive as it continues to produce far into the future.

"Mendocino County Leads the Nation in Organic Winegrowing"

BARRA OF MENDOCINO

There are few wine growers in the world, much less in Mendocino County, who have the experience of Charlie Barra. His family immigrated to the area from Italy in the early 1900's, bringing with them Old World values and practices, and finding the climate and soil in Mendocino County ideal for their vines. While he and his wife Martha have been making wine for over ten years, his knowledge of the business goes back much farther. For 61 years he has been growing wine grapes in and around Redwood Valley, starting when he was just 17, growing Zinfandel vines on 20 acres of leased land.

He remembers many years ago when the use of toxic chemicals was more prevalent, watching friends and co-workers taken to the hospital after exposure to pesticides, and himself coming home from the vineyards with his eyes burning, barely able to see.

"It seemed pretty obvious to me back then," says Charlie. "Seeing the effects of these chemicals, and the damage they were doing not only to the people but to the land and the water and the animals, that if there was a way to farm without using toxins, I should do it." And he did. It wasn't much of a stretch for Charlie. Growing organically was nothing new to him. It was the common practice back in Italy where land was scarce, and the farmer knew that proper concern for the land was the only way to ensure good yields in future harvests.

"I always tell people we've been growing grapes organically for fifty years, but didn't know it for the first thirty," says Charlie.

During those thirty years he sold varietals like Cabernet, Riesling, and Pinot Noir to elite wineries like Mondavi who knew Charlie was on to something special, this during an age when the most popular wines were generic table wines like Hearty Burgundy and Chablis.

Their 200 acres of vineyards grow a selection of ten different varietals which are produced and bottled entirely in Mendocino County. And as the market for organic wines grows, much of Barra of Mendocino's sales are predicated on the fact that they are organic. Now with Charlie's Girasole Vineyards and Barra of Mendocino brands doing so well, it seems the rest of the world agrees that the age-old art of organic winemaking translates into something beautiful on the palette. Decades of dedication to creating quality wines and a brighter future have paid off.

"The evidence is there," says Martha. "Environmental stewardship works."



Mailing Address **PO Box 196
Redwood Valley, CA 95470**

Tasting Room **7051 North State Street,
Redwood Valley, CA 95470**

Tasting Room Hours **9:30am-5:30pm Daily**

Phone **(707) 485-8771**
Fax **(707) 485-0147**

Website **www.barraofmendocino.com
www.girasolevineyards.com**

Acres Farmed Organically **200**

Certified By **CCOF**

Certified Since **1988**

Varietals **Muscat Canelli, Pinot Blanc, Chardonnay, Pinot Grigio, Pinot Noir, Petite Sirah, Cabernet Sauvignon, Sangiovese, Zinfandel**

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BONTERRA

In 1984, as Fetzer Vineyards' popularity continued to climb, Mendocino County's best known wine brand did a very odd thing; they performed an experiment by building a five acre organic and Biodynamic garden in Hopland. With a keen eye, they watched as the garden grew and thrived, proving there was no need for synthetic chemicals to keep it stable and productive. When they finally sampled the fruits of their labors, there were even greater payoffs to be found in the produce's wonderfully complex and rich flavors.

The question begged to be asked: if the same organic farming principles were applied to their grapes, would the wine taste better? Since 1990 Fetzer Vineyard's highly-praised Bonterra label has answered that question with an enthusiastic "Yes". Today Bonterra maintains a winery and nine different varietals currently certified by the CCOF—all of them in Mendocino County. Their two Biodynamic vineyards (McNab and Butler Ranches) are where much of the quality research into Biodynamics has taken place.

Bob Blue, general manager and winemaker, has been a guiding force for Bonterra from the very beginning, and knows organic certification involves a process of constant growth. According to Blue, paying close attention to detail has resulted in healthier vines and higher-quality fruit. Through annual inspections and regular contact with their certifier, Bonterra has developed more conscientious and effective management techniques—techniques that, they believe, result in better wines. According to the critics, they're right. Accolades have poured in from all over the world, praising the fresh flavors and delicate balances Bonterra's organic wines have become known for.

Now with Brown-Forman's considerable muscle backing them, Bonterra is considered by some to be the highest profile organic wine in the United States. Fueled by this success, Bonterra is on the forefront of taking what was previously considered to be an "alternative" form of winemaking into the mainstream. For Bob Blue and company, the organic philosophy came naturally when it came to winemaking in Mendocino County.

Bob believes Mendocino County is the "epicenter of organics", from where the message is spreading as each farmer discovers the benefits of organic farming and passes on that information to other farmers. In the meantime, Bonterra will continue to be a standard-bearer for successful sustainability.



Mailing Address **2231 McNab Ranch Road
Ukiah, CA 95482**

Website **www.bonterra.com/**

Acres Farmed Organically **1821**

Certified By **CCOF/Demeter**

Certified Since **2000**

Varietals **Roussanne, Viognier, Chardonnay, Syrah, Merlot, Cabernet Sauvignon, Muscat, Zinfandel,
Sauvignon Blanc, Carignane**

"Mendocino County Leads the Nation in Organic Winegrowing"

CEAGO

When Brown-Forman purchased Fetzer in 1992, Jim Fetzer was happy to go back to the vineyards and start again on a smaller scale. One year later Ceago Vinegarden was born. In 1999 they released the first vintage from their organically certified winery—a Merlot from the vines of the McNab ranch, which Jim had replanted and reorganized into an organic vineyard. The response from the public was immediate and overwhelming in its approval—so much so that Brown-Forman purchased the McNab Ranch soon afterward and is now the flagship vineyard for their Bonterra organic label.

Jim went back to The Home Ranch—the family vineyard located in Redwood Valley where he now continues the sustainable traditions the Fetzers have kept for generations. The Home Ranch was certified organically by the CCOF as soon as certification was available, and then Biodynamically in 1997, making Ceago Vinegarden the second wine producer ever to be certified by Demeter.

For Jim and Ceago, winemaking is about being true to the uniqueness of the land. He believes the best grapes reflect the characteristics of the land it's grown on—the warm days and cool nights, the clay in the soil, and every other ecological factor that influences the nature of the vines. It's about allowing the balance of the wine to be tied directly to the land—to showcase the land and all its aspects.

Ceago discovered success, but continues to find educating the public to be a challenge, since many still don't understand the philosophical reasons behind creating organic wines. But then they take a taste, and Jim's message becomes obvious.

"Folks may be a little timid at first," says Jim's daughter and Ceago's Marketing Executive, Katrina Fetzer. "But once they try our wine the responses are all very similar. They'll usually mention two qualities. They notice our wines are unique and also very well-balanced." Katrina smiles. "Then they usually end up buying some."

It's easy to understand balance when you consider Jim Fetzer's effort to maintain Ceago's ecological balance. By bringing together diverse selections of plant and animal life on their farm, Ceago has created a natural ecosystem that elicits the purest expression of the site. It is a delicate balance that makes its way into every bottle.



Mailing Address **PO Box 3017
Nice, CA 95464**

Tasting Room **5115 East Highway 20
Nice, CA 95464**

Tasting Room Hours **10am-5pm Daily**

Phone **(707) 274-1462**
Fax **(707) 274-9736**

Website **www.ceago.com/**

Acres Farmed Organically **270**

Certified By **Demeter/Stellar/CCOF**

Certified Since **1997**

Varietals **Syrah Rose, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon**

"Mendocino County Leads the Nation in Organic Winegrowing"

CHANCE CREEK

Chance Creek's 14 acres of Sauvignon Blanc, Sangiovese, and Viognier are grown on an old, formerly forgotten vineyard in Redwood Valley that Lou Bock discovered in 1979 when it was overgrown with manzanita and oak. Since then, he has worked to produce wines that capture the real character of this special plot of land and found success in the critical acclaim he's received for his Sauvignon Blanc, Viognier, and Sangiovese.

But what sets Lou Bock aside from many other organic grower/producers is one very essential farming ingredient—sheep. Thirty-five sheep to be exact. The sheep do double duty, grazing on weeds and the cover crop of grasses and clover he replants every three or four years, and fertilizing the earth while they work.

"They go wherever they want," says Lou. "They come in after harvest and leave after June before they can eat the ripening grapes. They do eat olive tree bark, but they leave the vines alone."

It's creative farming methods like this that have kept Chance Creek in the business of producing CCOF-certified organic wines for every one of their 15 years of winemaking.

But sheep aren't the only trick up Lou's sleeve.

Along with a mixture of organic compost and manure, he sprays his own product—a seaweed fertilizer branded as "Kelp Sea Life", which not only stimulates growth, promotes ripening, and helps the vines better withstand stress, it works as a fungicide as well. "There's an immediate effect on the vines after you spray," says Lou. "After a few hours the leaf color is more vibrant, and the vines literally look like they've perked up."

Chance Creek grows Viognier—a varietal, Lou has learned, that needs to be thinned dramatically to produce a balanced wine. His Sangiovese is a clone from Brunello that produces intense wild black cherry and anise flavors, and his popular (and award winning) Sauvignon Blanc comes from some of the first vines he planted 25 years ago. "I'm doing it because sustainable farming is where it's at. I'm a die-hard and people realize that we're creating something good because of the way we farm. Plus, I don't want my kids or workers around poisons if I can help it."



Mailing Address **Louis Bock**
PO Box 251
Davenport, CA 95017

Phone **(831) 423-3006**
Fax **(831) 423-1026**

Email **wines@bockwines.com**

Acres Farmed Organically **17.5**

Certified By **CCOF**

Certified Since **1991**

Varietals **Sangiovese, Sauvignon Blanc, Viognier**

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FREY VINEYARDS

It's impossible to discuss organic wine-growing without mentioning Mendocino County's Frey Vineyards. Founded in 1980 by Jonathan and Katrina Frey, they were organic from the very beginning and are the oldest organic winery in the U.S. Since that time Frey Vineyards has become a family operation, with family members participating in every aspect of wine production, maintaining the crops, harvesting, crushing, bottling, and more.

No organic standard for wine production existed when they began, and until official certification was available, they simply wrote on their label "grapes grown organically". Today they operate under CCOF certification and are also the first wine producer to make wine under stringent Biodynamic guidelines and are one of only a small handful of wineries who don't use sulfites to preserve their wines.

Being at the forefront of what was, at that time, a fairly controversial subject, the Freys staked their futures on the idea that organic agriculture meant more than making a quick buck. And with attitudes quickly changing about the positive benefits of organic methods, the pay-off for Frey Vineyards has been an increasingly profitable and higher-profile business that justifies the philosophies they have championed for over 25 years.

Harvesting from their own 90 acres of estate vines, Frey also buys from about twenty local certified organic growers, offering organic wine lovers a wide selection of varietals, from Gewurztraminer to Sauvignon Blanc to Syrah and Sangiovese. They also offer two different blended wines (Natural White and Natural Red), but generally stick with single varietals.

"It's a wonderful niche to be in," says Katrina. "We're part of the long-time group here in Mendocino County that has worked hard to turn people's opinions around about their attitude towards organics."

Now, with data emerging that shows that organic farming concentrates flavinoids and pigments, it seems folks like Katrina might be right about something else, too. Organic wine might not only be better for the environment, it may very well taste better, too.



Mailing Address/Tasting Room	14000 Tomki Road Redwood Valley, CA 95470
Tasting Room Hours	TASTINGS BY APPOINTMENT ONLY
Phone	(707) 485-5177
Toll Free	(800) 760-3739
Fax	(707) 485-7875
Website	www.freywine.com
Acres Farmed Organically	91
Certified By	CCOF/Demeter
Certified Since	1996
Varietals	Chardonnay, Gewurztraminer, White Zinfandel, Sauvignon Blanc, Zinfandel, Syrah, Cabernet Sauvignon, Merlot, Sangiovese, Petit Sirah, Pinot Noir

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GRAZIANO FAMILY OF WINES

The Graziano Family have been growing grapes in Mendocino County's fertile soil since 1918 when Greg Graziano's grandfather, Vincenzo Graziano, and his wife Angela, first planted vineyards in Mendocino County. After surviving both Prohibition and the Great Depression, Vincenzo and other grape growers formed the Mendocino Vineyards Winery in Ukiah. Many years later, this winery was sold and became a vital portion of the famous Cresta Blanca Winery.

Ready to take his grandparents' dreams to the next level, Greg Graziano started his winery in 1988, creating unique varietals under four different brands: Saint Gregory, Monte Volpe, Enotria and Graziano. Still a family business, the Grazianos are now producing organically grown fruit on about 100 acres and have been buying organically certified grapes for about eight years for production in their organically and Biodynamically certified Redwood Valley winery.

According to Greg, practicing sustainable winemaking isn't just an option—it's the best possible solution. It makes just as much sense ethically and philosophically as it does in business. When producers use environmentally sound methods of farming, they promote more productive farmland that will continue to produce high-quality fruit long into the future. And since the organic market is growing in size and with an increasingly high profile, it makes sense to be a part of it.

Organic wines currently produced by Graziano's award-winning winery include; Graziano Zinfandel from Robert Parker's Redwood Valley Vineyards, Graziano Zinfandel from the family's Graziano Vineyards (using 32 year-old vines), as well as the Enotria Moscato from the family's Tournour Vineyards.

Though Graziano's organic wine production is a small portion of their business, Greg Graziano feels it is absolutely vital to make organic wines available to wine buyers. The greater the selection of organic wines made available to the consumer, the better the odds a consumer will try them and experience for themselves why organic is so significant. The momentum for change is certainly there, and Greg Graziano firmly believes that Mendocino County is in a perfect position to lead the charge.



Winery Address	1170 Bel Arbres Road Redwood Valley, CA 95470
Phone	(707) 485-9463
Fax	(707) 485-9742
Tasting Room	13251 South Highway 101, Suite 3 Hopland, CA 95449
Tasting Room Hours	10am-5pm Daily
Tasting Room Phone	(707) 744-VINO (8466)
Tasting Room Fax	(707) 744-8470
Website	www.grazianofamilyofwines.com
Acres Farmed Organically	100
Vineyard Certified By	CCOF
Winery Certified By	Stellar
Certified Since	200
Varietals	Saint Gregory: Pinot Noir, Pinot Meunier, Pinotage, Pinot Blanc Monte Volpe: Pinot Grigio, Tocai Friulano, Sangiovese, Montepulciano, Negroamaro Enotria: Arneis, Moscato, Barbera, Dolcetto, Nebbiolo Graziano: Zinfandel, Petite Sirah, Carignane, Sauvignon Blanc, Chenin Blanc

"Mendocino County Leads the Nation in Organic Winegrowing"

HANDLEY CELLARS

Though Handley Cellars has been using organic farming techniques since the early '90's, it wasn't until 2005 that the CCOF officially certified their vineyard as organic. Owner and winemaker Milla Handley explains that she opted for official certification because as she traveled around the country, she observed the organic movement expanding rapidly. Stores like Whole Foods and Trader Joe's were offering more organic products to meet the obvious consumer demand for these items.

For Milla Handley, labels or no, organic farming has always been right. "It's the farming method that takes into account the bigger picture," says Milla. "It's the way to be a good neighbor and a good employer. No one has to deal with the toxins. The rivers stay clean."

For Handley Cellars, organic farming is part of a healthy lifestyle. By creating an herbicide-free, sustainable farming environment, Handley maintains a balance between humans and nature. Milla Handley likens it to "...getting your body in shape so you never need a heart bypass."

When it comes to winemaking, organic farming is also about producing the highest-quality fruit with the greatest depth of character. By using sustainable methods, Handley believes she can best bring out the "terroir" of her corner of Anderson Valley. Her Pinot Noir, Chardonnay, and Gewürztraminer are winning high praise around the nation (her 2005 Gewürztraminer received 93 points from Wine & Spirits).

The Handley Cellars Estate Vineyard is located in Mendocino County's scenic Anderson Valley. Many of Anderson Valley's current residents came in the late 60's, farming the land using organic philosophies. Since it is such a small valley, the farming community is likewise small, with old-timers and newcomer farmers living, working, and learning together.

It is against the backdrop of that Mendocino County history, philosophy, and spirit of craftsmanship and cooperation that Handley Cellars has grown into the premiere winery it is today.



Mailing Address/Tasting Room	3151 Hwy. 128 Philo, CA 95466
Tasting Room Hours	(Nov-Apr) 10am-5pm Daily (May-Oct) 10am-6pm Daily
Phone	(707) 895-3876
Toll Free	(800) 733-3151
Fax	(707) 895-2603
Website	www.handleycellars.com
Acres Farmed Organically	30
Certified By	CCOF
Certified Since	2005
Varietals	Riesling, Viognier, Chardonnay, Gewurztraminer, Pinto Gris, Sauvignon Blanc, Pinot Noir, Zinfandel, Pinot Noir Rose

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JERIKO

For Jeriko's Danny Fetzter, being organic is a lifestyle, first and foremost, and it is just as much an approach to life as it is an approach to farming or business. Danny will be the first to admit that being a winemaker came with the territory. It's in his blood. He grew up in the successful Fetzter winemaking family, believing strongly in the sustainable farming techniques his family practiced. That profound influence, together with the organically-leaning lifestyle found in Mendocino County, makes it seem almost unavoidable that when given the chance to own and operate his own winery, Danny would choose to found Jeriko as an entirely organic wine estate .

"Grapevines are like people," says Danny. "If you're a healthy person in a healthy environment, you won't have as many of the health issues you'd have if you were surrounded by the unhealthy stuff. If you can create the balance organically, you'll have a better product."

Since releasing their first vintage (a Chardonnay in 2000), Jeriko seems to have proven this theory correct. Though they've only been in business for a handful of years, they're already starting to receive great critical praise for their wines. Their 2001 Brut, in particular, is not only the first organic sparkling wine ever to be made in the United States, it was also acknowledged as one of the best when it received the Gold Medal and Best in Show at the 2005 Orange County Wine Fair Competition—one of the country's largest and best-known wine competitions.

Certainly being certified both organic and Biodynamic hasn't hurt Jeriko. Business is definitely good. Thanks in part to their international organic certification, the last two or so years have seen Jeriko expanding throughout global markets. Due to this demand, the production on their 100% estate-grown wines is going up as well.

Danny believes sustainable winemaking is going to be around for a long time, and what better place to grow than Mendocino County, where so many people really believe in supporting organic farmers and the whole organic movement in general. For Jeriko, Mendocino County is starting to look like the launching pad for a successful winery.



Mailing Address/Tasting Room **12141 Hewlitt & Sturtevant Road
Hopland, CA 95449**

Tasting Room Hours **10am-5pm Daily**

Phone **(707) 744-1140**
Fax **(707) 744-1348**

Website **www.jerikoestate.com**

Acres Farmed Organically **113**

Certified By **CCOF/Demeter (pending)/ USDA**

Certified Since **1998**

Varietals **Brut Chardonnay, Chardonnay, Pinot Noir, Sangiovese, Merlot, Syrah, Pinot Noir Rose**

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MENDOCINO WINE COMPANY

One could argue that when it comes to winemaking, Mendocino County owes a debt to synchronicity. The history, climate, and terrain all came together to form an ideal grape growing locale. The same could certainly be said for the Mendocino Wine Company. In 2004 when Paul Dolan, fresh from completing 27 years of guiding Fetzer's dominant rise into the international wine market and organic winemaking, met Tim Thornhill, an accomplished horticulturalist and manager of his family's La Ribera Vineyard, great things were bound to happen.

Soon after, these family grape-growers (Tim Thornhill, his brother Tom Thornhill, and Paul Dolan) purchased the historic Parducci Winery. They swiftly turned it into a company that reflected their convictions, with a completely sustainable business model—one that included three different bottom lines. Paul Dolan named this business principal "E3"; the three "E's" standing for Economics, social Equity, and Environment. By taking the notion of sustainability to the next level, Mendocino Wine Company is doing its best to spread the word that sustainability works in all aspects of the business world.

They lead by example. Their organic and Biodynamic processing facility, one of only a handful nationwide, is used by organic winemakers from near and far, and their wines have become so popular Mendocino Wine Company was named the "#1 Hottest Small Brand" for 2005 by Wine Business Monthly. The Mendocino Wine Company partners farm 70 acres that are certified organic and Biodynamic, 85 acres certified organic (with 44 of those acres in transition to Biodynamic), and 242 acres in transition to organic.

Mendocino Wine Company continues to produce the Parducci, Sketchbook, and Zingaro brands it started with, and is adding new and dynamic brands like Roselle, Tusk 'N Red, Big Yellow Cab (it's a Cabernet) and their most recent, Zig Zag Zin. Also coming soon will be a Paul Dolan brand focused on Biodynamic grapes grown on his family's Dark Horse Ranch, located, of course, in Mendocino County.

Though Mendocino Wine Company has certainly earned its share of wine awards and accolades, their success is gauged more by the fact that they grow on their own terms, as a sustainable enterprise that finds success not just by making money, but by protecting the same land that produces the grapes, and the employees who work for its continued achievement.



Mailing Address/Tasting Room	501 Parducci Road Ukiah, CA 95482
Tasting Room Hours	10am-5pm Daily
Phone	(707) 463-5350
Fax	(707) 462-7260
Website	www.mendocinowinecompany.com
Acres Farmed Organically	70 Organic/Biodynamic 85 Organic -with 44 of those acres in transition to Biodynamic 30 in 2nd year of organic transition 212 in transition to organic
Certified By	CCOF/Demeter
Certified Since	2003
Varietals	Pinot Grigio, Muscato, Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot, Zinfandel, Cabernet Sauvignon, Petite Sirah, White Zinfandel, Muscat Canelli, Syrah, Syrah Rose

"Mendocino County Leads the Nation in Organic Winegrowing"

YORKVILLE CELLARS

Inspired by a Sunset magazine article, Deborah and Edward Wallo made a visit to Mendocino County and immediately fell in love with its distinctive natural beauty and rural pace. They wasted no time looking for just the right setting to call home, and within a few months were fortunate enough to stumble upon a stunning, out of the way spot in Yorkville, a tiny village just beyond the southern tip of Anderson Valley. Their home is a special place: a highland valley where the waters of the Russian and Navarro Rivers intertwine—where giant coastal redwoods mingle with valley oak. After discovering their new home held the perfect conditions for growing grapes, they soon began developing vineyards.

Both vineyards on the Yorkville property have been certified organic and are assiduously maintained. The first vineyard, 13 acre Randle Hill Vineyard, dates back to 1982, and is located behind the tasting room. It is currently planted with two white varietals—Sauvignon Blanc and Semillon. Planted in 1990 in the front of the tasting room lies Rennie Vineyard, part of its 17 acres running along twisting Highway 128. It includes all five of the main red grapes originating in Bordeaux, France: Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, and Petit Verdot. Yorkville Cellars is the only known winery in California to grow all seven of the Bordeaux grapes and produce each of those as single varietal wines each vintage.

In 2006, Yorkville Cellars proudly celebrated 20 very successful years of CCOF certification. After 158 medal awards in the last 5 years, national recognition including several "Top 100 Wines of the Year" listings, and accolades from top wine critics, Deborah and Edward's goal has never wavered. They are still in love with their home and are committed to making fine wines that reflect Mendocino County's unique sense of place. They believe that in order to capture that essence, the land must be allowed to speak for itself—and what better way to do that than through organic farming. Judging by their reactions, wine lovers agree.



Mailing Address	PO Box 3 Yorkville, CA 95494
Tasting Room	25701 Highway 128 Yorkville, CA 95494
Tasting Room Hours	11-5 Daily
Phone	(707) 894-9177
Fax	(707) 894-2426
Website	www.YorkvilleCellars.com
Acres Farmed Organically	30
Certified By	CCOF
Certified Since	1986
Varietals	Sauvignon Blanc, Semillon, Cabernet Franc, Merlot, Cabernet Sauvignon, Malbec, Petit Verdot

"Mendocino County Leads the Nation in Organic Winegrowing"

INTERESTING LINKS FOR MORE INFO

Sustainable Certification Organizations

USDA Organic Certification	www.ams.usda.gov
CCOF Organic Certification	www.ccof.org
Demeter Biodynamic Certification	www.demeter-usa.org
Organic Farming Research Foundation	www.ofrf.org

Additional Organic Information

The New Farm	www.newfarm.org
How To Read Organic Wine Labels	www.organicconsumers.org
Organic Trade Association	www.ota.com
Organic Wine Journal	www.organicwinejournal.com

Mendocino County Wine Links

Mendocino County Promotional Alliance	www.gomendo.com
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2007 CCOF WINEGROWERS AND WINEMAKERS IN MENDOCINO COUNTY

Winegrowers

Barra Family Vineyards
Beckstoffer Vineyards
Bonterra Vineyards
Butow Vineyards
Ceago Estate Wines
Ceago Vinegarden
Chance Creek Vineyards
Chase Vineyards
Cold Creek Ranch
Cox Vineyards
Dark Horse Vineyards
David & Sarah Downey
Fetzer Vineyards
Filigreen Farm/Yggdrasil Land Foundation
Frey Vineyards
Graziano Vineyards
Handley Cellars
Hawk & Horse Vineyards
Hillside Vineyards
Hoover Vineyards
Inland Ranch
Jeriko Vineyards

John & Joyce Myers
Lakeview Vineyards
Le Vin Vineyards
Light Vineyards
Lolonis Vineyards
McDowell Valley Vineyards
McFadden Farm
Mendocino Wine Group
Mountanos Vineyards
Parducci Wine Cellars
Patianna Vineyards
Rancho Chiquito
Red/Cypress Hill Vineyards
Redwood Valley Vineyards
Sanel Valley Vineyards
Saracina Vineyards
Sciacca Vineyards
Shadowbrook Farms
Sozzoni Bros.
Starr-Milano, Inc.
The Poor Ranch
Thompson Vineyards
Tomki Vineyards
Tournour Vineyards

Uncle Bob Vineyards
Upton Vineyards
Vecino Vineyards
Walker Ranch
Yorkville Vineyards

Wineries

Barra of Mendocino
Bonterra
Ceago
Chance Creek
Frey Vineyards
Graziano Family
Handley Cellars
Jeriko Estate
LeVin Vineyards
Lolonis Winery
McFadden Vineyards
Mendocino Wine Co.
Patianna Vineyards
Saracina
Yorkville Cellars

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