



Mendocino WineGrowers, Inc.

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Mendocino Winegrowers Summit

“What You Need to Know to Drive Success in 2017 and Beyond”

Thursday, May 11th 9am-2pm

Ukiah Valley Conference Center

- 9am Keynote Speaker – Christian Miller / Full Glass Research
2017 Market trends and how Mendocino fits into the big picture
- 9:40am Bulk Wine & Grape Market - Mike Needham & Marc Cuneo /Turrentine
The state of the grape and bulk wine market & Mendocino County
- 10:15am Custom Crush Realities – Bill Pauli / Yokayo Wine Company
The realities of crushing your grapes and selling bulk wine -true cost benefit
- 11:00am Labor – Jennifer Phillips & Greg Walsh / Dickenson, Peatman & Fogarty
Immigration, overtime, minimum wage and other regulatory issues
- 11:30am Mechanization in the Vineyard – Dr. Kaan Kurtural / UC Davis Extension Viticulturist
How mechanization can reduce labor and increase efficiencies
Technology and resource management in the Vineyard
LUNCH Sponsored by:
American Ag Credit, Savings Bank of Mendocino and
Anderson Valley Winegrowers Association
- 1:00pm Land and Real Estate Values /Tony Ford & Tom Larson – Norcal Vineyards
Land values, Lease & Mortgage Update, Acquisitions trends
- 1:30pm Cannabis – Erin Carlstrom / Rogoway Law Group
Current Mendocino County cannabis regulations and possible impacts to the Mendocino Wine Industry