



# 2022 Winter Board of Directors Meeting

DECEMBER 6, 2022 • PEBBLE BEACH, CA

# In Memoriam



**Fred Franzia**  
Chairman



**Margaret Duckhorn**  
Chairman

# In Memoriam



**Joe Rollo**  
International Marketing Director



AGENDA ITEM NO. 1

# Roll Call



AGENDA ITEM NO. 2

# **Approve Minutes of Last Meeting (June 21, 2022)**

*Board Action Required*



AGENDA ITEM NO. 3

# Board Changes

*Board Action Required*



AGENDA ITEM NO. 3(a)

**Ratify board ballot vote conducted  
in September 2022  
to elect Lorenzo Muslia of Andis Wines  
to fill the alternate district  
director vacancy in District 8.**

*Motion Requested*



**AGENDA ITEM NO. 3(b)**

**Ratify F&A's approval of the At-Large  
nomination of Amy Hoopes representing The  
Wine Group and Jeannie Bremer to be Amy's  
Alternate**

*Motion Requested*





**AGENDA ITEM NO. 3(c)**

**A vote of the Finance & Administration Committee was conducted relating to the nomination of Ed Matovcik to serve as an At-Large to replace Matt Stanton. The F&A Committee approved the nomination of Ed Matovcik, who will be representing Constellation Brands**



AGENDA ITEM NO. 3(d)

**Ratify F&A's approval of the At-Large Director  
Representative nomination of Ed Matovcik  
representing Constellation Brands**

*Motion Requested*



AGENDA ITEM NO. 4

# Member Relations

*Ian Blue – Member Relations Director, Wine Institute*

# New Winery Members (September)



<b>NAME</b>	<b>CITY</b>	<b>COUNTY</b>
<b>Cobb Wines</b>	Sonoma	Sonoma
<b>Domenico Winery</b>	San Carlos	San Mateo
<b>Maisa dela Vinya Winery</b>	Temecula	Riverside
<b>Mermaid Valley Vineyard</b>	Ramona	San Diego
<b>Rack &amp; Riddle Winery</b>	Healdsburg	Sonoma
<b>Tooth and Nail Winery</b>	Paso Robles	San Luis Obispo
<b>ZXQ Vineyards</b>	Escondido	San Diego



AGENDA ITEM NO. 4(a)

# **Ratify Board Ballot Vote of New Winery Members Conducted in September 2022**

*Board Action Required*



AGENDA ITEM NO. 4(b)

# **New Members to be Approved for Membership**

*Ian Blue – Member Relations Director, Wine Institute*

# New Winery Members (Q2)



<b>NAME</b>	<b>CITY</b>	<b>COUNTY</b>
<b>Ironstone Vineyards</b>	Murphys	Calaveras
<b>Timbre Winery</b>	Arroyo Grande	Arroyo Grande
<b>Wade Cellars</b>	Napa	Napa
<b>Windward Vineyard</b>	Paso Robles	San Luis Obispo



AGENDA ITEM NO. 4(b) CONT'D

# **Election of New Members**

*Board Action Required*



# New Associate Members (Q2)



NAME	LOCATION	SPONSORS
<b>Decant, Inc</b>	Busan, South Korea	Jackson Family Wines Thomas Fogarty Winery
Winegrape pomace polyphenol, antioxidant extraction technology for health, cosmetic use cases, and wine industry sustainability		

NAME	LOCATION	SPONSORS
<b>Libation Labs, Inc.</b>	San Francisco, CA	Brand Napa Valley Stags Leap Wine Cellars
Creation, sales, and marketing of NFT collections for wine brands		



AGENDA ITEM NO. 4(b) CONT'D

# **Election of New Associate Members**

*Board Action Required*



AGENDA ITEM NO. 5

# Chairman's Remarks

*Rick Tigner – President & CEO, Jackson Family Wines*



AGENDA ITEM NO. 6

# President's Report

*Bobby Koch – President & CEO, Wine Institute*



AGENDA ITEM NO. 7(b)(i)

# State Relations Update

*Steve Gross – Vice President, State Relations*



AGENDA ITEM NO. 7(b)(i) CONT'D

# **Proposed Motion from the State Relations Subcommittee**

*Board Action Required*



***Proposed Motion from the State Relations Subcommittee to the WI Board of Directors:***

*The State Relations Department shall continue to evaluate all legislative and regulatory proposals dealing with Expanded Producer Responsibility programs as well as efforts to expand or create Bottle Deposit Laws individually as they are introduced in the states. After weighing the alternatives for pending action during 2023 in Connecticut, New York, Oregon and Vermont, where bills to expand bottle deposit laws to include wine are expected to be on the table alongside EPR legislation, we are recommending that Wine Institute support the expansion of existing bottle deposit laws in lieu of inclusion of wine in any EPR program. In Washington, we are recommending that Wine Institute support efforts underway to create a new bottle deposit program in lieu of inclusion of wine in any EPR program. In each instance, we will seek to include the widest possible selection of wine packaging types in the bottle bills, and to keep the processing and deposit fees as low as possible. In addition, we will seek the ability to use QR codes rather than onproduct deposit indicia wherever possible. In the future, should other states present us with similar decisions that need to be made, the State Relations staff will consult with the State Relations Subcommittee to determine which choices to make, and to determine if further approval is required*



## AGENDA ITEM 7(b)(ii)

# California State Relations Update

*Tim Schmelzer – Vice President, California State Relations*

*Curtis Raulinaitis – Director, Legislative & Regulatory Affairs*

*Noelle Cremers – Director, Environmental & Regulatory Affairs*



- 1. Wine in the Bottle Bill**
- 2. California Election Roundup**
- 3. Wildfire Issues**

## Top Lines

- Wine containers enter program **1/1/24**
- Applies to all wine container types
- CRV labeling begins **7/1/25**

## **Bottle Deposits (CRV)**

- **10 cents for 750ml and larger bottles**
- **5 cents for < 24oz**
- **25 cents for new container types**
- **Paid to CalRecycle**
- **Redeemable at recycling center**

## Processing Fee

- Calculated to offset actual cost of recycling
- Assessment on containers sold
- Glass: 0.426 cents/bottle
- New types: 0.574 cents/container

# Wine in Bottle Bill



## Labeling

- Indicia required on 7/1/25
- Regardless of when bottled
- 5 messaging options
- Lettering at least 3/16" high
- Pre-approval unnecessary
- QR Code

**CALIFORNIA BEVERAGE CONTAINER LABELING\***

**ALUMINUM OR BIMETAL CANS**  
**Example A**  
*Section 2200(b)(1):* Metal containers shall be marked on the top end of the container in minimum lettering size at least 3/16" (inch) in height. Metal containers with a top lid of two inches or less in diameter shall have a minimum lettering size of at least 1/8" (inch) in height.

**ALUMINUM OR BIMETAL BOTTLES**  
*Section 2200(b)(4):* Metal bottles shall be marked on the side of the bottle in minimum lettering size at least 3/16" (inch) in height.

**GLASS OR PLASTIC CONTAINERS**  
**Option 1**  
*Section 2200(b)(2)(A):* Along the bottom edge of the container body label in minimum lettering size at least 3/16" (inch) in height.  
**Option 2**  
*Section 2200(b)(2)(B):* On or in a secondary label minimum lettering size at least 3/16" (inch) in height.  
**Option 3**  
*Section 2200(b)(2)(C):* On a container body label or secondary label with contrasting colors with legible lettering size at least 1/8" (inch) in height. Contrasting colors shall direct the readers to the message required.

**PLASTIC PORTION CONTROLLED CUPS**  
*Section 2200 (b)(3):* Plastic portion controlled cups that have peelable, heat sealed lids that are not resealable, shall be marked in a minimum lettering size of at least 1/8" (inch) in height on either side of the container only, or on the lid and bottom of the container.

**CRV MESSAGE LABELING OPTIONS:**

- CALIFORNIA REDEMPTION VALUE
- CA REDEMPTION VALUE
- CALIFORNIA CASH REFUND
- CA CASH REFUND
- CA CRV

**Example A**

**CLEARLY AND PROMINENTLY**  
*Section 2000(a)(9):* means that the redemption message is displayed so that it is easily found and read by consumers and recyclers. Each letter comprising the message is complete, legible, and cannot be readily obscured. The message must be distinguishable from refund messages of other states.

**CONTRASTING COLORS**  
*Section 2000(a)(12):* means a clear differentiation in hue, value, and intensity with the background on which the redemption message appears, surrounding artwork, and other nearby printed information.

**INDELIBLY**  
*Section 2000(a)(27):* means that the redemption message is permanently affixed on the beverage container from the point of purchase until the point of redemption and cannot be smeared or removed during regular use.

**MINIMUM LETTERING SIZE**  
*Section 2000(a)(31):* is applicable to the height of all the letters in the redemption message.

\*Please see the full text of the Public Resources Code and California Code of Regulations for complete requirements:  
<http://www.calrecycle.ca.gov/ByContainer/LawsRegs/>

**FOR INFORMATION**  
1-800-RECYCLE\*\*  
For questions about CRV labeling contact (916) 323-1835 or [reg.crvalabeling@calrecycle.ca.gov](mailto:reg.crvalabeling@calrecycle.ca.gov)

(Revised 01/21)

CRRR 2016-01573

## Other provisions

- Reports/payments due monthly
- Wineries <300,000 cases eligible for annual
- Money appropriated to bolster glass recycling
- New system for increasing recycling centers

## Next Steps

- Meeting with CalRecycle ongoing
- Webinar for industry being planned
- Compliance material being developed
- Identifying issues that require fix

# New Representation & Leadership



**Damon Connolly (D)**  
Assembly District 12  
Marin & Sonoma Counties



**Dawn Addis (D)**  
Assembly District 30  
Monterey, San Luis Obispo &  
Santa Cruz Counties



**Juan Alanis (R)**  
Assembly District 33  
Modesto, Ceres & Turlock

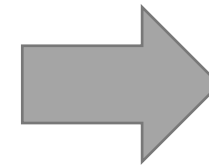


**Gregg Hart (D)**  
Assembly District 37  
Santa Maria & Santa Barbara

## Change in Assembly Leadership

**Speaker Anthony Rendon**

**Speaker-Elect Robert Rivas**







### Competitive Progressive vs. Progressive Democratic seats

#### AD 12 (Levine)

- Connolly (D): 51.8%
- Aminzadeh (D): 48.2%

### Competitive Republican vs. Republican seats

#### AD 34 (NEW)

- Lackey (R): 56.5%
- Smith (R): 43.5%

#### AD 71 (NEW)

- Rahn (R): 48.7%
- Sanchez (R): 51.3%

#### AD 75 (NEW)

- Waldron (R): 67.8%
- Voepel (R): 32.2%

### Competitive Moderate vs. Progressive Democrat seats (moderate candidate listed first)

#### AD 10 (Cooper)

- Nguyen (D): 53.7%
- Guerra (D): 46.3%

#### AD 20 (Quirk)

- Kumagai (D): 37.9%
- Ortega (D): 62.1%

#### AD 35 (Salas)

- Bains (D): 60.4%
- Perez (D): 39.6%

#### AD 80 (Gonzalez)

- Alvarez (D): 69.3%
- Gómez: (D): 30.7%

### Swing seats Republican vs. Democrat (Republican candidate listed first)

#### AD 07 (Cooley)

- Hoover (R): 50.5%
- Cooley (D): 49.5%

#### AD 22 (NEW)

- Alanis (R): 58.1%
- Self (D): 41.9%

#### AD 27 (Gray)

- Pazin (R): 48.7%
- Soria (D): 51.3%

#### AD 40 (Valladares)

- Valladares (R): 49.8%
- Schiavo (D): 50.2%

#### AD 47 (Mayes)

- Wallis (R): 50.0%
- Holstege (D): 50.0%

#### AD 70 (NEW)

- Ta (R): 53.8%
- Nguyen (D): 46.2%

#### AD 74 (Davies)

- Davies (R): 52.6%
- Duncan (D): 47.4%

#### AD 76 (Maienschein)

- Bruce-Lane (R): 48.4%
- Maienschein (D): 51.6%

### Swing seats Republican vs. Democrat (Republican candidate listed first)

#### SD 06 (NEW)

- Niello (R): 55.8%
- Villescaz (D): 44.2%

#### SD 16 (Hurtado)

- Shepard (R): 50.1%
- Hurtado (D): 49.9%

#### SD 36 (NEW)

- Nguyen (R): 56.9%
- Carr (D): 43.1%

#### SD 38 (Bates)

- Gunderson (R): 47.8%
- Blakespear (D): 52.2%

#### SD 40 (Jones)

- Jones (R): 53.2%
- Rocha (D): 46.8%

### Competitive Moderate vs. Progressive Democrat seats (moderate candidate listed first)

#### SD 04 (Borgeas)

- Alvarado-Gil (D): 52.7%
- Robertson (D): 47.3%

#### SD 08 (Pan)

- Ashby (D): 51.5%
- Jones (D): 48.5%

#### SD 10 (Wieckowski)

- Mei (D): 46.3%
- Wahab (D): 53.7%

#### SD 20 (B. Hertzberg)

- D. Hertzberg (D): 41.5%
- Menjivar (D): 58.5%

### Open seats, non-competitive

#### SD 18 (Hueso)

- Padilla (D): 59.8%
- Galicia (R): 40.2%

#### SD 28 (Kamlager)

- Smallwood Cuevas (D): 59.9%
- Turner (D): 40.1%

#### SD 32 (Melendez)

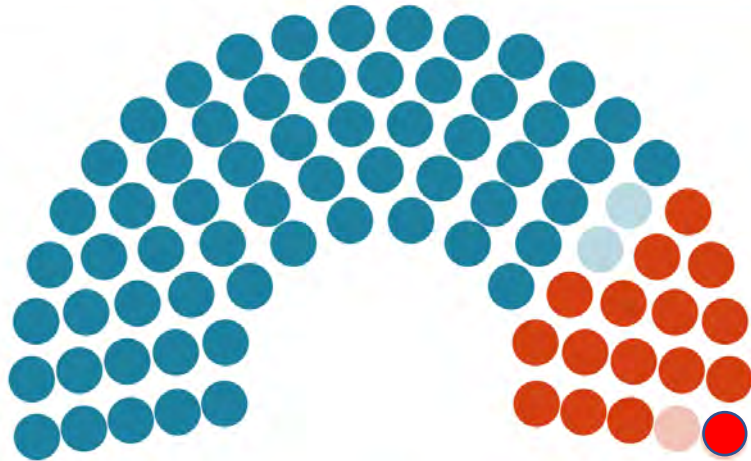
- Seyarto (R): 62.0%
- Nash (D): 38.0%

# Assembly & Senate Party Breakdown



## Assembly

Assembly Democrats on track to expanded supermajority



● Democratic ● Democrat leading ● Republican ● Republican leading

Source: [California Secretary of State](#)

CAL MATTERS

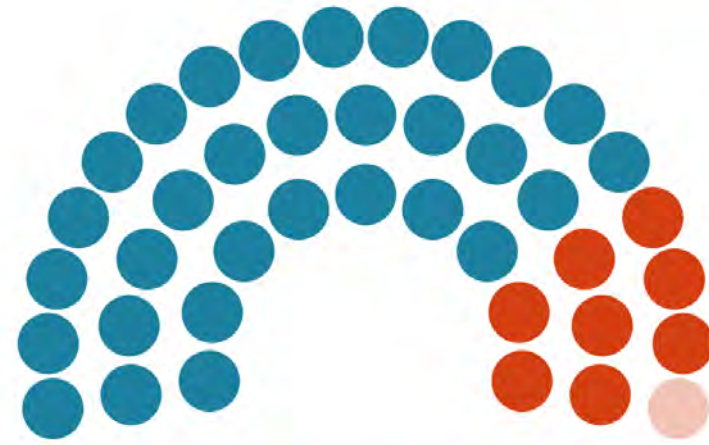
Democrats  
62

Republicans  
17

Undecided  
1

## Senate

Party divisions hold steady in the Senate



● Democratic ● Republican ● Republican leading

Source: [California Secretary of State](#)

CAL MATTERS

Democrats  
31

Republicans  
8

Undecided  
1

## ASSEMBLY

# 2024

## OPEN SEATS

## SENATE

Terming  
out :

- Chris Holden (D)
- Reggie Jones-Sawyer (D)
- Brian Maienschein (D)
- **Jim Patterson (R)**
- Speaker Anthony Rendon (D)
- Freddie Rodriguez (D)
- Phil Ting (D)
- **Marie Waldron (R)**

Terming  
out :

- Toni Atkins (D)
- Steve Bradford (D)
- **Brian Dahle (R)**
- Bill Dodd (D)
- Susan Eggman (D)
- Steve Glazer (D)
- Anthony Portantino (D)
- Richard Roth (D)
- Nancy Skinner (D)
- **Scott Wilk (R)**

- **Continued engagement with West Coast Smoke Exposure Task Force**
- **Advising Agricultural Research Service on smoke research priorities**
- **International Smoke Research Summit**
- **Wildfire XPRIZE**





AGENDA ITEM NO. 7(d)

# **Environmental Affairs & CSWA**

## **Wine Institute Board Update**

*Allison Jordan – Vice President, Environmental Affairs  
Executive Director, California Sustainable Winegrowing Alliance*

## CLIMATE MISSION STATEMENT

Wine Institute aims to address climate change and related marketplace and policy issues by educating, motivating and supporting its winery members. Wine institute will lead in the following areas:

**ACCELERATING**  
SUSTAINABLE  
AGRICULTURE



**DECARBONIZING**  
ENERGY



**FOSTERING**  
A NET ZERO  
VALUE CHAIN



**BUILDING**  
RESILIENCY



# New Specialty Crop Block Grant



## CLIMATE SMART WINEGROWING GRANT PROJECT \$466,124 – 2.5-Year Grant (November 2022 – April 2025)

1. Conduct a **science literature review** and create summary report.
2. Create a “**climate smart toolbox**” of practices, tools, case studies and videos.
3. Assist winegrowers with **cost-share opportunities**.
4. Disseminate **tools and resources** via 10 plus workshops and webinars for over 500 winegrowers, newsletters and website.
5. Develop **communication materials** to inform winegrowers, trade and consumers about California wine's climate action.

# Certification Continues to Grow



**2,402 Certified Vineyards**  
farm **204,857 acres**  
(33% of CA winegrape acres\*)



**178 Certified Wineries**  
Produce **255 million cases**  
(80% of CA wine\*)



**Certified Wine**  
**16.6 million cases**  
bear the logo  
(199 million bottles)

\* Another 22% are certified to:



2022 Certification Report to be Published in Jan 2023



# Milestone Timeline



[CALIFORNIASUSTAINABLEWINEGROWING.ORG](http://CALIFORNIASUSTAINABLEWINEGROWING.ORG)

# California Green Medal



CONGRATULATIONS TO THE 2022 WINNERS!

## CALIFORNIA GREEN MEDAL SUSTAINABLE WINEGROWING LEADERSHIP AWARDS

*Recognizing California Vineyards and Wineries that Excel in Sustainability with Four Awards:*

**WENTE**  
FAMILY ESTATES

**LEADER**

Wente  
Family Estates

*Trefethen*

**ENVIRONMENT**

Trefethen  
Family Vineyards

**MCMANIS**  
FAMILY VINEYARDS

**COMMUNITY**

McManis  
Family Vineyards

*Jackson*  
FAMILY WINES

**BUSINESS**

Jackson  
Family Wines



Applications due Jan. 20, 2023!

# Revamp of Ambassador Course



[AMBASSADOR.DISCOVERCALIFORNIAWINES.COM](http://AMBASSADOR.DISCOVERCALIFORNIAWINES.COM)

# Sustainability Leadership





# Questions?

Allison Jordan

*Vice President, Environmental Affairs*

[ajordan@wineinstitute.org](mailto:ajordan@wineinstitute.org)

415-250-2880

**Thank You**



AGENDA ITEM NO. 7(e)

# International Public Policy Update

*Allison Jordan – Vice President, Environmental Affairs*

# World Wine Trade Group

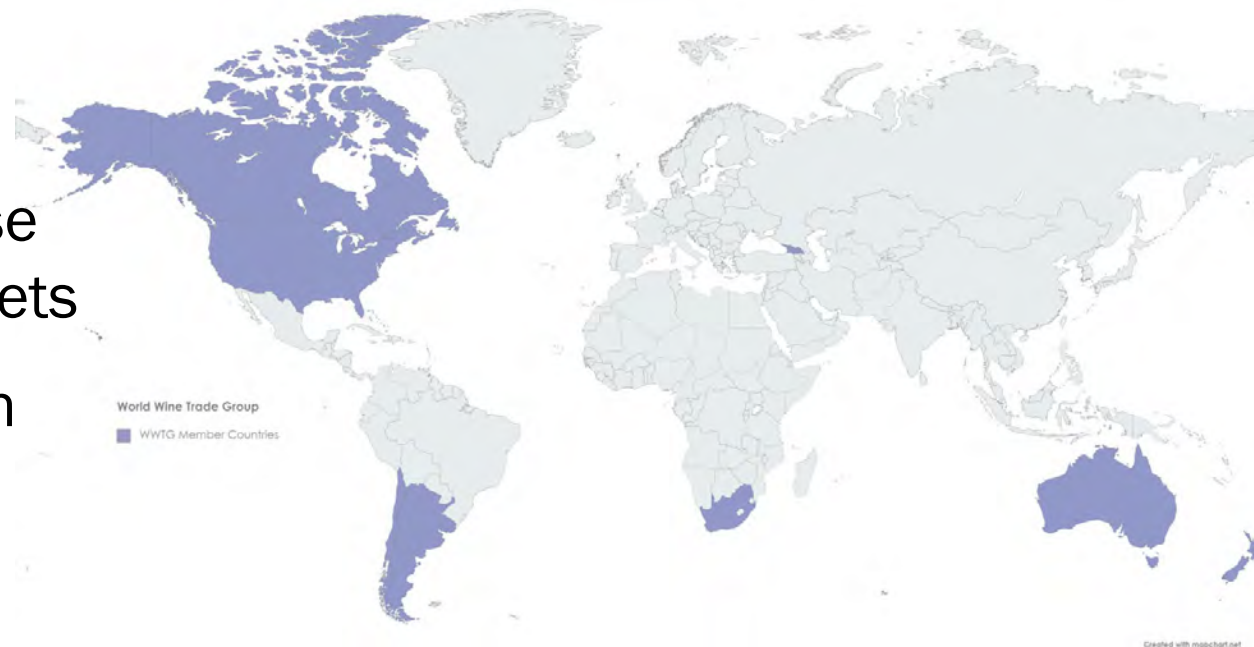


## Unique Multi-lateral Organization

- 9 new world wine regions
- Government and industry together at same table
- Focused on growing wine trade & coordinated response to trade barriers in key markets
- US current President through spring 2023



**World Wine  
Trade Group**






# World Wine Trade Group



## November 7-9, Santa Rosa

- First in-person meeting in 3 years. All nine WWTG members plus UK attended as observers.
  - Wine Institute and U.S. government to host next meeting March 2023
- 
- A group of approximately ten people, including men and women, are walking along a dirt path in a vineyard. They are dressed in casual, outdoor-appropriate clothing like jackets and vests. The vineyard has young grapevines supported by wooden stakes, and the leaves are a mix of green and yellow, suggesting an autumn setting. In the background, a modern building with large glass windows is visible.
- Focus on Sustainability with a Regulatory Forum detailing and discussing challenges in export markets including the Nordic Monopolies.
  - Creation of a working group on Sustainability Trade Barriers.



**November 9-11,  
Santa Rosa**

**Similar themes as the  
WWTG**

Includes EU wine sector –  
provides critical forum for  
industry dialogue with all  
wine producing regions

- FIVS is an observer to Codex Alimentarius and the OIV, both looking into sustainability proposals.
- FIVS is updating its [Sustainability Principles](#)
- FIVS members will work jointly on concerns with Nordic Monopolies

# Crop Protection Information



Keep informed of changes to crop protection levels (MRLs) in export markets.  
Email Ian Blue to sign up for reports provided by Bryant Christie. Funded by USDA Grant.

## Reports on latest information



### MAXIMUM RESIDUE LEVELS (MRLs)

#### EU Green Deal and Farm to Fork Strategy

EU pesticide policies are among the most challenging in the world. Under current policy, when the EU reviews pesticide approvals, they consider certain health and environmental criteria according to a hazard-based methodology. This significantly differs from the U.S., Codex, and many countries that use a risk-based approach which considers exposure in risk assessment in addition to hazard. Instead, if a pesticide is deemed hazardous in the European Union for either human health or environmental issues, it is then cut-off from a full assessment and the compound is withdrawn in the EU. This often affects corresponding EU MRLs.

EU pesticide and MRL policies are still evolving. In 2019, the European Union launched the **European Green Deal**, with the objective of making the EU economy sustainable. The goal is to turn climate and environmental areas and make Europe the

## MRLs in key export markets

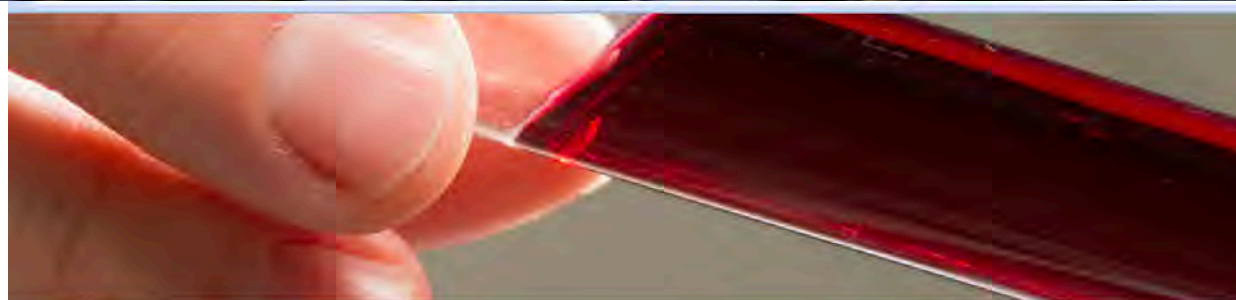
Active Ingredient	Trade Name	Substance Type	FRAC HRAC	Registrant
1,3-Dichloropropene	Telone II	Herbicide Nematicide Soil Fumigant		Corteva
2,4-D	Base Camp Ori-Clean NativeClean Orchard Savage	Herbicide	HRAC 4	Corteva
Abamectin	Abacus Abamectin ABBA Agri-Mek Cbelsak Reaper	Insecticide	IRAC 6	Syngenta
Acequinocyl	Kanemite	Insecticide	IRAC 20B	LPL
Acetamiprid	Anarchy Arvida Assail Azomar Intruder Omni	Insecticide	IRAC 4A	Nippon Soda
Azoxystrobin	A-Zox Abound Acadia Aframe Azoxy Heritage Quadris TetraBan	Fungicide	FRAC 11	Syngenta
Benzovindiflupyr	Aprovia	Fungicide	FRAC 7	Syngenta
Bifenazate	Acramite Banter	Insecticide	IRAC 20D	LPL

# Call for Wine Samples



## Wine Samples Needed for Authenticity Project

- Sponsored by USDA Grant
- 1400+ Samples so far, thousands more needed in coming years especially...
- Zinfandel, Petite Syrah, Syrah/Shiraz, Malbec, Pinot Grigio/Gris, Sauvignon Blanc, and *especially*, Riesling/White Riesling.
- Cabernet Sauvignon, Chardonnay, Pinot Noir and Merlot samples also needed.
- Email Katherine Bedard if interested.  
[kbedard@wineinstitute.org](mailto:kbedard@wineinstitute.org)



HOME / OUR WORK

## U.S. WINE AUTHENTICITY PROJECT

Wine Institute and partners, including ETS Laboratories, are continuing to work on the important U.S. Wine Authenticity Project. This effort, began in 2021, will help to ensure a bottle of wine's legitimacy, combat fraud and counterfeits and most importantly, protect the integrity of the wine and the region. The data collected is creating a California wine variety database that will serve as a set of technical criteria for the global regulatory community to determine authenticity.

There are now both private and regulatory laboratories throughout the world using a technique known as nuclear magnetic resonance (NMR) to verify a wine's origin and variety. Such techniques depend upon large databases of authentic wine sample analyses to be valid.



AGENDA ITEM NO. 8

# Political Action Committee (PAC) Update

*Alex Ryan – CEO & Chairman, The Duckhorn Portfolio*

*Secretary*

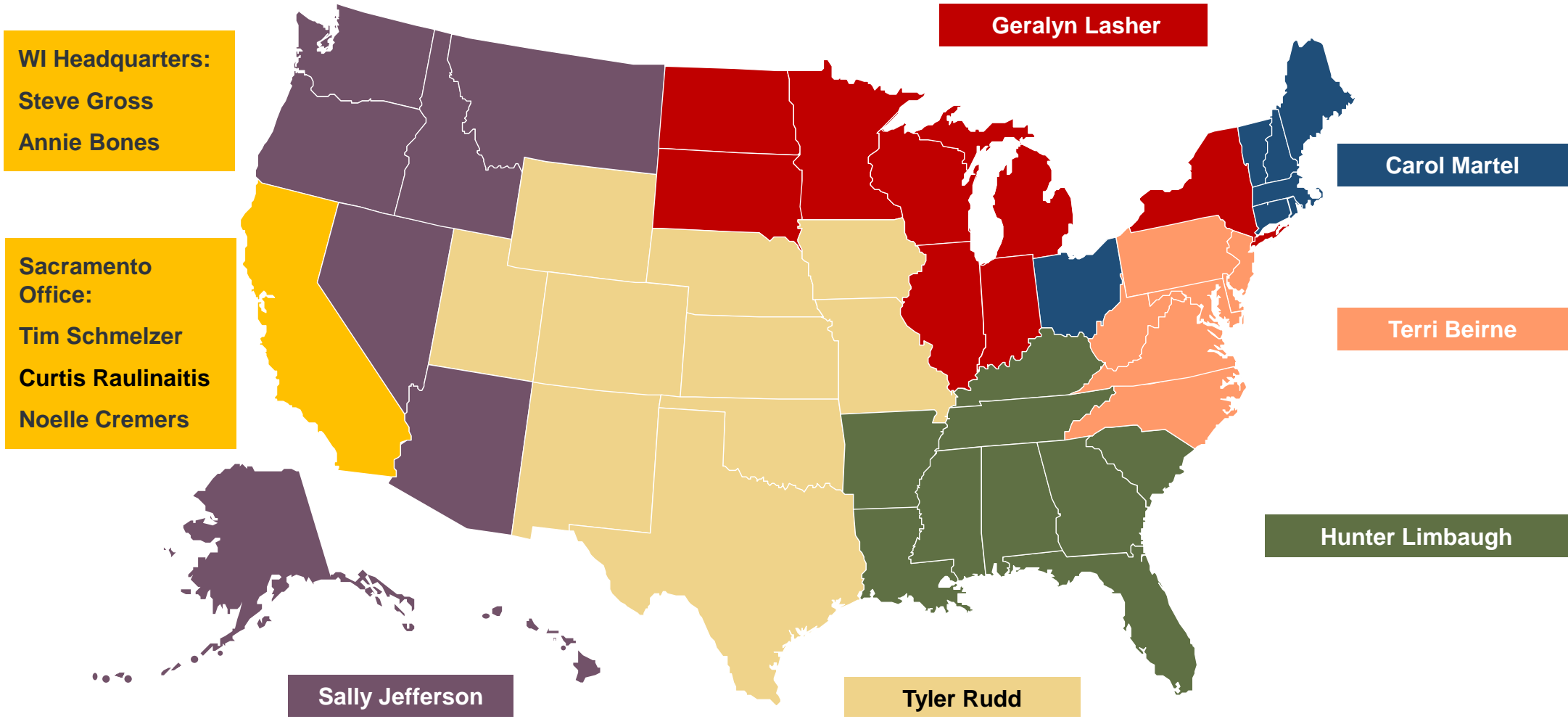


AGENDA ITEM NO. 9

# State Relations Update Panel Presentation

*Steve Gross – Vice President, State Relations and the State Relations Team*

# State Relations Regions - 2022





AGENDA ITEM NO. 10

# Unfinished Business





AGENDA ITEM NO. 11

# **New Business**



AGENDA ITEM NO. 12

# Adjournment



*Luncheon &  
Wine Reception*

**Peppoli Restaurant**  
**12 pm**