****

**Napa Valley Rocks – Long Version**

**Instructor Guide**

**General Outline**

* Introduction
* Topline Facts about Napa Valley
* Soils
* Climate
* Viticulture
* Winemaking
* History
* Napa Valley Vintners

**Class Length**

One hour and fifteen minutes (1.25 hours) is the suggested length of this presentation, but it can be altered at your will. The presentation as designed here does not include a tasting, but can easily be modified to include a sampling of Napa Valley wines either throughout or at the end.

**What to Cover During the Tasting Session**

We encourage you to cover the following topics during the session:

* + Major facts and commentary on the valley included in the notes below
  + Personal experiences of Napa Valley, its wines and vintners

Please craft your own narrative blending the information contained within with personal experiences and knowledge of Napa Valley and its wines. The slides display relatively little information, being designed to convey the visual beauty of the region.

**PowerPoint Revisions**

You are encouraged to revise the slide deck as needed to aid or enhance your presentation. Feel free to add/delete slides, or borrow slides from this presentation to enhance an existing presentation.

**Use of these Educator Talking Points**

* Points in **bold** are key points to cover
* Numerous other points are provided for optional/potential inclusion. It is up to each Educator to decide what to include.
* Text in *Italics* are presentation cues

**Topline Napa Valley Messages and Facts**

*You should be familiar with these topline Napa Valley facts and figures:*

**Napa Valley – Cultivating Excellence**

**Napa Valley stands for wines of the highest quality, cultivated with excellence in one of the world’s most extraordinary places.**

*Our Wine*

* The Napa Valley name is synonymous with the world’s finest wines.
  + *Although we only produce 4% of California’s harvest and 0.4% of all the world’s wines.*
* We balance more than 150 years of tradition with innovation in grape growing and winemaking techniques.
  + *Napa Valley’s first grapes were planted in 1838-39 and the first commercial winery was founded in 1861.*
* Our region’s combination of diverse soils, ideal climate and varied terrain are perfectly suited to producing a wide variety of consistent, high quality wines.
  + *Half the world’s soil orders can be found in Napa Valley and the climate is classified as Mediterranean.*

*Our Commitment*

* We make wine responsibly in America’s first designated Agricultural Preserve established in 1968.
  + *Today, the Agricultural Preserve protects 32,000 acres of valley floor land.*
* Nearly 90% of Napa County land is under permanent or high levels of protection from development.
  + *The Ag Preserve, lands designated as Ag Watershed and properties held under conservation easements total 444,000 protected acres.*
* 50% of Napa County’s vineyard acreage is certified Napa Green Land and 70 production facilities are certified Napa Green Winery.
  + *The Napa Valley Vintners has established a goal that all our eligible members will be in the Napa Green program by the end of the year 2020.*

*Our Valley*

* Napa Valley is one of America’s most stunningly beautiful regions.
  + *According to research conducted by Visit Napa Valley, our local tourism bureau, Napa Valley’s scenic beauty is one of the leading attributes cherished by visitors.*
* Collaboration is the hallmark of our mutual success.
  + *The Napa Valley Vintners nonprofit trade association has more than 525 winery members.*
    - *Nearly 80% produce fewer than 10,000 cases of wine per year and 95% are family owned.*
* Via Auction Napa Valley, we’ve given $180 million to ensure the health and wellbeing of the place we call home.
  + *Auction Napa Valley was founded in 1981 and focuses its philanthropic efforts on Napa County community health and children’s education nonprofits.*

**About the Napa Valley Wine Region**

Napa Valley is celebrated for consistently producing wines of the highest quality. We are committed to a culture of excellence, providing environmental leadership and caring for our extraordinary valley. Learn more at napavintners.com.

**About the Napa Valley Vintners**

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its 540 members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home. Learn more at napavintners.com.

**Fast Facts**

**The Napa Valley American Viticultural Area (AVA)**

The most renowned winegrowing region in the U.S. is also one of the smallest and most diverse in the world:

* Limited production: Only 4% of California’s wine grape harvest comes from Napa Valley
  + Napa Valley represents 0.4% of the world’s wine production
* Small area: 46,000 acres (18,600 hectares) under cultivation
  + The valley floor is 30 miles long and just 5 miles across at its widest point
* Diverse Soils: Half of the world’s 12 recognized soil orders and 33 different soil series
* Ideal climate: Dry Mediterranean climate, which covers only 2% of the Earth’s surface
  + Typical summer daytime high temperatures are 80°F (27°C) in the southern part of the valley and 95°F (35°C) in the northern part of the valley
  + Fog moderates summer overnight temperatures to an average of 53°F (12°C) throughout the valley
* Varied topography: Vineyards range in elevation from sea level to 2,600 feet (800 meters)
* There are 16 approved AVAs within the Napa Valley AVA
* Grape Varieties (from 2017 Napa County Crop Report):
  + More than 34 different wine grape varieties grow in Napa County
  + 22% of vineyard acreage is planted to white wine grapes and 87% to red wine grapes
  + Top Varieties:
    - Cabernet Sauvignon – 22,868 acres/9,254 hectares (50%)
    - Chardonnay – 6,445 acres/2,608 hectares (14%)
    - Merlot – 4,583 acres/1,855 hectares (10%)
    - Sauvignon Blanc – 2,789 acres/1,193 hectares (6%)
    - Pinot Noir: -- 2,789 acres/1,129 hectares (6%)
    - Zinfandel – 1,317 acres/533 hectares (3%)

**Environmental Leadership**

* The Napa Valley Agricultural Preserve, established in 1968, was the first of its kind in the United States to set land aside specifically for agriculture
* Today, nearly 90% of Napa County is under permanent or high levels of protection from development
* More than 50% of Napa County vineyard land is certified Napa Green
* In 2015, the Napa Valley Vintners established the goal that all its eligible members will be in the Napa Green environmental certification program by the end of 2020
  + As of 2018, NVV is more than 62% of the way to achieving this goal

**Economic Impact**

* The local wine industry and related businesses:
  + - Provide an annual economic impact of more than $9 billion locally and more than $34 billion in the U.S.
    - Create 44,000 jobs in Napa County and 190,000 nationwide

**Wineries/Growers/NVV Members**

* There are approximately 700 grape growers in Napa County
* There are approximately 475 physical wineries in Napa County producing more than 1,000 different wine brands
* 95% of Napa Valley’s wineries are family owned
* The NVV has 540 winery members
  + Nearly 80% produce fewer than 10,000 cases annually
  + 79% own Napa County vineyard land

**Charitable Giving**

* The NVV has invested $180 million in local nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley

**Presentation**

**Slide 1: Introduction**

Image: Napa Valley panorama with Napa Valley Rocks logo

**General Talking Points**

* *Tailor introduction to audience*
* Welcome! Thank you for being here today and for your interest in Napa Valley winemaking. We are excited to share information with you about what makes Napa Valley one of the best winemaking regions on the planet.
* No matter your background or where you came from, you’ll leave this presentation with a better appreciation for Napa Valley and some new insight into winemaking.

**Slide 2: Brand Promise**

Image: Napa Valley welcome sign

**General Talking Points:**

* We begin this presentation with a proposal – **Napa Valley stands for wines of the highest quality, cultivated with excellence in one of the world’s most extraordinary places.**
* **Over the course of this presentation, we’ll dive into the specific geography, geology, soils, climate, technology, history and environmental and social sustainability of the Napa Valley.**
* *Optional deep dive into Robert Louis Stevenson's "Silverado Squatters"*
  + We are not the first people to recognize the quality of Napa Valley wines. The specialness of the area was also recognized by author Robert Louis Stevenson in his 1883 book *Silverado Squatters* in a chapter entitled “Napa Wine,” where he recognized that the wines being made by Jacob Schram, Charles Krug and other early vintners were “bottled poetry.” (quoted on Napa Valley’s two iconic welcome signs).
  + He went on to predict – correctly, as it turns out – that “the smack of California earth would linger on the palate of your grandson.” This smack, I’d like to note, isn’t just any California earth – it’s Napa Valley earth.
  + Full quote for reference:
    - “Wine in California is still in the experimental stage; and when you taste a vintage, grave economical questions are involved.  The beginning of vine-planting is like the beginning of mining for the precious metals: the wine-grower also “Prospects.” One corner of land after another is tried with one kind of grape after another.  This is a failure; that is better; a third best.  So, bit by bit, they grope about for their Clos Vougeot and Lafite.  Those lodes and pockets of earth, more precious than the precious ores, that yield inimitable fragrance and soft fire; those virtuous Bonanzas, where the soil has sublimated under sun and stars to something finer, **and the wine is bottled poetry**: these still lie undiscovered; chaparral conceals, thicket embowers them; the miner chips the rock and wanders farther, and the grizzly muses undisturbed.  But there they bide their hour, awaiting their Columbus; and nature nurses and prepares them. **The smack of Californian earth shall linger on the palate of your grandson.”**

**Slide 3: Terroir**

Image: Definition of Terroir

**General Talking Points**

* This claim to quality is anchored in our belief that great wines can come only from great wine-growing regions, and that the key to being a great wine-growing region is to possess that mysterious term: terroir.
* *Interactivity suggestion: Ask audience to define terroir.*
* For the purposes of this presentation, **we define terroir as the natural environment in which a particular wine is produced, including factors such as the soil, topography, and climate.**
* **For purposes of this presentation, we'd like to propose adding the PEOPLEto the definition, because after all Napa Valley's unique terroir lies at the intersection of Napa Valley's culture of quality winemaking and the physical environment.**
* Over the course of this presentation, using scientific data, fun facts, and history, I hope to demonstrate why Napa Valley has great terroir, which allows its producers to create wines of the highest quality, cultivated with excellence in one of the world’s most extraordinary places.
* We’ll also talk about the leadership of vintners past and present and how the combination of diverse geology, ideal climate and dedicated people make the Napa Valley what it is today.

**Slide #4: Napa Valley AVA**

Image: California map with Napa Valley highlighted.

**General Talking Points**

* **When learning about Napa Valley, one of the most important things to understand is where it is located, because that is what makes Napa Valley’s unique combination of geology and climate possible.**
* It’s near, but not on, the coast, yet not inland enough to be considered part of California’s Central Valley. This fact is key because Napa Valley’s climate is neither too cold nor too hot to grow quality wine grapes.
* The valley is bordered by two mountain ranges – they Mayacamas to the west and the Vaca to the east
* Napa Valley is located in northern California 36 miles from the coast, 48 miles from San Francisco, 360 miles from Los Angeles, and 250 miles south of the Oregon border.
* It’s precisely this location that gives Napa Valley its unique mix of attributes and allows its vintners to produce world-class wines.
* **Napa Valley became the first AVA, or American Viticultural Area, to be recognized in California in 1981.** *(Note: America’s very first AVA was Augusta, Missouri.)*
* **An AVA is a geographic grape-growing area that possesses distinguishable characteristics, including:**
  + **Climate,**
  + **Terrain and soils**
  + **and cultural and historic distinction.**

**Slide #5: Napa Valley's Nested AVAs**

Image: AVA Map of Napa Valley

**General Talking Points**

* **Since 1981, 16 additional sub- or “nested” AVAs have been recognized within the Napa Valley AVA. The sheer number of nested AVAs – each with their own unique and definable attributes – speaks to the diversity of terroir within the larger Napa Valley AVA’s terroir.**
* When establishing an AVA, vintners and growers within these regions work together to determine the boundaries of the growing area and give it a name that reflects the regional designation.
* This data is then submitted to the Tax & Trade Bureau of the U.S. Treasury Department, which decides whether the proposed AVA designation will be granted.
* AVAs differ from European appellations in important ways. **AVAs are strictly geographical designations, and do not limit:** 
  + **The type of grapes grown,**
  + **The viticulture and winemaking methods used**
  + **Or the crop yield.**
* European appellations regulate almost every act of the grape growing and winemaking processes, but American AVA rules provide only very basic restrictions.
* One such restriction is that when an AVA is listed on a bottle, **at least 85% of the grapes used to make a wine must have been grown within that AVA** (which means 15% can be sourced from other AVAs).

**Slide #6: 4% of California Wine**

Image: Map of western U.S.

**General Talking Points**

* Before we dive into the specifics of what makes Napa Valley such a special place to grow grapes and make wine, let’s review a few overarching facts to help us put the region into perspective.
* Although Napa Valley is almost universally known in the world of wine, it’s actually quite a small region.
* **Napa Valley produces just 4% of California’s annual grape harvest.** (actually, 3.6% in 2017)
* **Napa Valley has about 46,000 acres (18,200 hectors), which is about 1/6 the size of Bordeaux's planted acreage.**
* **The valley itself is only about 30 miles long and 5 miles wide, at its widest**
* **\*\*Optional Interaction:** What percentage of the world’s wine do you think Napa Valley produces? Any guesses?

**Slide #7: .4% of World's Wine**

Image: World Map

**General Talking Points**

* **Napa Valley produces a mere four-tenths of one percent of the world’s wine (.4%)**
* **Only 9% of the total area in Napa County is planted to grapevines**
  + Most plantings are found on the valley floor (38,000 acres).

**Slide 8: Small Producers**

Image: 78% of NVV members

**General Talking Points**

* And, **nearly 80% of the Napa Valley Vintners’ 550 member wineries, which represent the overwhelming majority of wineries and wine production in Napa Valley, make less than 10,000 cases of a wine a year.**

**Slide 9: Family Wineries**

Image: Stony Hill Winery team/95% family owned

**General Talking Points**

* **95% of all Napa Valley wineries, both NVV member and non-member, are family owned or operated.**
  + This includes many larger wineries like those owned by the Jackson, Gallo and Trinchero families.

**Slide 10: Economic Impact**

Image: White grape harvest/Economic Stats

**General Talking Points**

* **In spite of its small size, the Napa Valley wine industry has a big presence in the local community:**
  + **It results in 43,000 jobs in Napa County.**
  + **And it has an annual local economic impact of more than $9.4 billion.**

**\*\*Optional Interaction:**

* What impact in dollars do you think Napa Valley has on the annual **U.S.** economy?
* This tiny wine industry has a $33.5 billion annual impact on the U.S. economy.
* And it accounts for 27% of the California wine industry’s total economic impact in the U.S….
* Compared to just 4% of California’s production.

*Numbers cited from the NVV’s The Economic Impact of Napa County’s Wine*

*and Grapes, 2016, Copyright ©2018 Stonebridge Research Group™ LLC*

**Slide 11: Top Planted Varieties**

Image: Vineyards/List of Top Planted Varieties

**General Talking Points**

* **Thanks to the many diverse growing conditions, dozens of varieties flourish in Napa Valley.**
* **We often say that we are able to grow everything from Albarino to Zinfandel.**
* Conditions are well-suited for growing both cool-climate varieties, such as Chardonnay and Pinot Noir, and robust red varieties such as Cabernet Sauvignon, Merlot and Cabernet Franc.
* **The region's top six planted varieties are Cabernet Sauvignon, Chardonnay, Merlot, Sauvignon Blanc, Pinot Noir and Zinfandel (in order).**

**Slide 12: Cabernet Sauvignon**

Image: Cabernet Sauvignon grapes/Major Cabernet Sauvignon stats

**General Talking Points**

* **But in Napa Valley, Cabernet Sauvignon is King and the majority of Napa Valley winemakers produce it.** 
  + Nearly 90% of all NVV member wineries make Cabernet Sauvignon or a Cabernet-based blend
* **It accounts for 15% of California’s wine grape harvest, but it represents 47% of Napa Valley’s overall wine grape harvest (tons harvested/not bearing acreage; Cab Sauv = 50% of Napa’s bearing acreage)**
* It has a value of 67% of the harvest, according to the most recent crush report, which showed the value of a ton of Napa Valley Cabernet Sauvignon grapes was 6.6 times the statewide average.
* **Napa’s quality is reflected in its grape prices.**

**Slide 13: Soils**

Image: Napa Valley Vineyard Picture

**General Talking Points**

* *None; use slide to transition to next section and solicit questions from audience*

**Slide 14: Plates Colliding**

Image: Illustration showing the Farallon Plate and North American Plate colliding

**General Talking Points**

* **Starting around 150 million years ago, part of the Pacific Ocean floor called the Farallon Plate collided with the North American Plate, and moved underneath it.**
* **This subduction of one plate under another caused the formation of two of the three major bedrock types found in Napa Valley.**

**Slide 15: Sierra Nevada and Great Valley Sequence**

Image: Illustration showing the Great Valley Sequence and formation of the Sierra Nevada Mountains

**General Talking Points**

* **#1, the Great Valley Sequence:**
  + **About 150-125 million years ago, as the Pacific Ocean floor moved underneath the North American Plate, intense pressure and temperature created a magma that rose to produce a string of volcanoes up the western coast of North America that would form the ancestral Sierra Nevada Mountains.**
  + **Over the years, these volcanoes eroded, sending massive amounts of volcanic sediment running off to the west and settling at the base of the mountains. As the material settled, it formed sedimentary rocks – mostly sandstone and shale – creating the land that is now California’s Central Valley and extending all the way to the Pacific Ocean.**
  + **Geologists call this bedrock material the Great Valley Sequence.**

**Slide 16: Franciscan Formation**

Image: Illustration showing the Franciscan Formation

**General Talking Points**

* **#2: Franciscan Formation**
  + **Also 150-125 million years ago, as these volcanoes were forming inland, bits and pieces of the Pacific Ocean floor were being sheared off as they met the coastline, unevenly plastering varied marine crust deposits on the edge of the newly forming landmass, further extending California westward.** 
    - Analogy: Imagine that the North American Plate is a paint scraper running across the Pacific Ocean floor scraping bits of the uneven floor on top of itself
  + **Geologists call this bedrock material the Franciscan Formation.**
  + At this point, we have two of the three major bedrock materials we find in the valley already in place.

**Slide #17: San Andreas Fault System Forms**

Image: Illustration showing San Andreas Fault

**General Talking Points**

* **About 25 million years ago, the Farallon Plate, which had been subducting under the North American Plate, switched directions and began moving laterally along the continent, creating today’s San Andreas Fault system**.

**Slide #18: Napa Volcanics**

Image: Illustration showing volcanic activity along fault line

**General Talking Points**

* **#3: Napa Volcanics:**
* **The emergence of the San Andreas fault system created new volcanic activity along the fault, spewing magma on top of the existing Franciscan and Great Valley Sequence material. This new magma became the third type of bedrock material, now known as the Napa (and/or Sonoma) Volcanics.**
* **Over time, the volcanic activity skipped up the coast, emerging in specific locations for a period of time and moving northward as the plates slipped past each other.**
* **Five million years ago, this volcanic activity emerged in the area which was to become Napa Valley, blanketing the area with an array of different volcanic rock materials.**
  + It’s important to note that not all volcanic rocks are the same. Volcanic refers to a broad category of different rocks that originated from volcanic materials. The rocks differ depending the mineral composition of the magma, whether it emerged from a volcano or cooled beneath the surface, how it was depositing and where, how fast it cooled, its gas content, etc. All of these factors affect how the rock weathers and the resulting soil.
* **The multiple bedrock sources that would become the parent material of Napa Valley’s distinct soils – the Great Valley Sequence, the Franciscan Formation and the Napa Volcanics – were now in place.**

**Slide 19: Coastal Range Formation**

Image: Picture of valley with mountain ranges on each side

**General Talking Points**

* **Three million years ago, the Vaca and Mayacamas ranges were lifted, creating a valley in between. Eventually this valley was named Napa Valley.**

**Slide 20: Soils of the Napa Valley**

Image: Pictures of three different vineyards

**General Talking Points**

* **Understanding the geology of Napa Valley is important, but it’s what happened next that is the real key to understanding how vines grow – because after all, vines grow in soil, not in bedrock itself.**
* **Over time, the bedrock found on the mountainsides on either side of the valley weathered and broke down. Rainfall eroded it from the mountains and hillsides, washing sediment downhill where it got deposited on the valley floor.**
* **Over time, vegetation grew and died, adding in organic material to the diverse set of parent material that intermixed and tumbled toward the valley floor in countless combinations.**
* The flat valley floor we know today was largely created over the last one million years.
* **As a result, there are three distinct soil categories in Napa Valley based on where the soils are found – Mountain, Alluvial and Fluvial – each possessing a unique mix of characteristics with specific implications for grape growing**
  + - **These are broad categories, however, and do not convey the diversity of soils in the valley.**
* **When thinking about soils, it’s important to understand both:**
  + - **The soil’s provenance – what type of bedrock it originated from**
    - **The process of how it got there – whether it weathered in place, washed down a hillside or settled along the riverbank**
* As we go through these categories in more detail over the next few slides, let’s think about the provenance of the soil, the process of how the soil got deposited in that location, and the implications of both for grape growing and ultimately wine style.

**Slide 21: Mountain Soil**

Image: Picture of Mountain Vineyard with information

General Talking Points

* **Mountain soils are the soils found on the hillsides on either side of the valley.**
  + **Provenance**: **these soils are the primary breakdown of the underlying bedrock – Franciscan, Great Valley Sequence or Volcanic (and remember, there are many different types of each of these).**
    - Their mineral content reflects the underlying bedrock.
  + **Soil-forming process** (how it got there): **these soils were created in place (they did not wash down from anywhere else).**
* **Implications for grape growing:**
  + **Soils are thin and nutrient poor.**
  + **Vines struggle to survive, thus naturally curtailing vigor and crop yields.**
  + **Most costly to plant and farm**
  + **Irrigation is almost always essential as the soils do not retain much moisture.**
  + **Vines grown in mountain soils produce small, intensely flavored berries with structured tannins and complex aromatics which leads to wines with similar qualities.**

**Slide 22: Alluvial Fans**

Image: Picture of Alluvia Soil Vineyard with information

**General Talking Points**

* + **Alluvial soils** **make up the second major soil category in Napa Valley and are the product of erosion occurring below a single watershed.**
    - **Alluvial soils form as rainfall erodes mountain soils off the hillsides down into the valley where the sediment is deposited in fan-like formations along the base of the mountain, forming “alluvial fans.”**
    - Napa’s famous benches are alluvial fans – Rutherford Bench, Oakville Bench, etc.
    - **Provenance: Alluvial soils are the product of the bedrock material found on the hillside above them and reflect the mineral content of the bedrock on that hill.**
    - **Soil-forming process: Water washed the soil downhill along a stream where it settled at the base of the mountain.**
    - **All alluvial soils share certain characteristics: they are deep and rocky, are moderately fertile and are well drained.**
    - They all differ, however, in that each individual alluvial fan reflects the mineral composition of the bedrock materials on the mountainside above it.
      * + Thus, the bench on the east side of Oakville is very different than the bench on the west side because the Mayacamas Mountains above Oakville are largely of Franciscan and Great Valley Sequence origin, while the Vacas above Oakville are largely volcanic.
    - **Implications:**
      * + **Easier to plant and farm than mountainside vineyards.**
        + **Vines don't struggle as much because soils are often more fertile and retain more water than mountain soils, but are not as fertile and water retentive as fluvial soils.**
        + **Vines are able to put down deep roots.**
        + **The fruit characteristic of the wines tend to be more fruit-forward than wines grown on mountain soils.**
        + **Many of Napa Valley's most famed vineyards are found on alluvial fans, including To Kalon and Martha's Vineyard.**

**Slide 23: Fluvial Soil**

Image: Picture of Fluvial Soil Vineyard

**General Talking Points**

* **Fluvial soils are the third major category**.
  + **As mountain streams wash sediment off the hillsides, the finer particles – mainly silts and clays – wash through the alluvial soil formations and end up in the Napa River where they are deposited along its banks.**
  + **Provenance: All of the bedrock material along the hillsides upriver from that point.**
  + **Soil-forming process: Soil is deposited along the river bank as floodwaters rise and recede over the years.**
  + **Implications:**
    - **Compared to mountainside and alluvial soils, fluvial soils are more fertile, composed primarily of silts and clays, and retain more water.**
    - **Farmers can often “dry farm” as part of their efforts to keep vigor in check.**
    - **Farmers tend to plant varieties and rootstocks that are compatible with higher-vigor soils.**

**Slide 24: Soil Diversity**

Image: Soil Series Map

**General Talking Points**

* **As a result of this complex process that formed the Napa Valley we know today, this tiny winegrowing region possesses one of the most diverse sets of soil on Earth.**
* This picture shows how, literally, you can have different kinds of soil in the same vineyard in Napa Valley.
* **Napa Valley possesses:**
  + **Six of the world's twelve recognized soil orders**
  + **33 soil series**
  + **Over 100 soil variations**

**Where do the best grapes grow?**

* **High-quality grapes are grown in all three major soil types found in Napa Valley.**
* The difference between high-quality grapes and low-quality grapes are the many decisions that a farmer makes when regarding what to plant where and adapting farming practices to suit the specific vineyard site.
* **All three soil types – mountain, alluvial, and fluvial – are capable of producing world-class grapes.**

*Note the difference between a soil* ***order****,* ***series,*** *and* ***variation****:*

* *Soil orders are based largely on* ***soil-forming processes*** *– how a soil got to the place – weathered in place, washed down a hillside along a stream bed, or settled next to a river or at the bottom of a body of water.* 
  + - * *Napa Valley has 6 of the 12 officially recognized soil orders.*
      * *Napa Valley has the following soil orders: Alfisols, Entisols, Inceptisols, Mollisols, Utisols and Vertisols*
* *Soil series is based on the* ***soil-forming processes plus its provenance*** *– how the soil got there and its mineral content*
  + *Napa Valley has 33 identified soil series.*
* *Soil variations in the forming process and provenance* ***plus the interaction of the physical environment on the soil over time including vegetation (grasses versus trees), climate, topography, etc****.*
  + *Napa Valley has more than 100 different soil variations.*

**Slide 25: Climate**

Image: Landscape picture of tree near vineyard

**General Talking Points**

* The second aspect of terroir is **climate**, which has a tremendous impact on the flavor of the grapes.
* **Within the Napa Valley, there are two major influences that affect almost the entire region and make it ideal for growing world-class grapes:** 
  + **The region’s Mediterranean climate, which means no rain during the growing season.**
  + **The region’s cool nights, caused by the fog that creeps in from the cold San Pablo Bay (which is the northern extension of San Francisco Bay) and Pacific Ocean.**
* But, just as with the region’s soils, **there is an array of influences that exists within the region that create a diversity of climatic conditions affecting each sub-region of the valley in different ways.**

**Slide #26: Mediterranean Climate**

Image: Landscape picture of Napa Valley

**General Talking Points**

* **The first major climatic influence is the region's Mediterranean climate, which it shares with just 2% of the earth’s surface.**
* **The long, dry growing season is marked by warm summer days, cool evenings, low humidity and abundant sunshine, which is perfect for ripening grapes (especially Cabernet Sauvignon).**
* **A lack of summer rainfall and the low humidity contribute to the consistency of vintages and reduce the risk of vineyard diseases.** 
  + **Rainfall happens primarily over the winter when the vines are dormant.**

**Slide 27: Fog in the Napa Valley**

Image: Landscape picture of fog in Napa Valley

**General Messaging Points**

* **Warm, dry days and little to no rain during the growing season are not enough to create world-class wines. Cool evening temperatures are also necessary for wine grapes to ripen slowly and evenly, with great balance between sugar and acid. development – thus the second major climactic factor that influences region.**
* **Due to its unique position within the coastal ranges, close to but not on the coast, conditions in Napa Valley exist to create a recurring pattern of marine fog during the summer growing season.**
* **This pattern is created as hot air in California’s interior valley rises, drawing in moist, cool air from the Pacific Ocean, forming fog.**
* **The fog enters the Napa Valley from the San Pablo Bay in the south and a gap in the mountains north of Calistoga called the Chalk Hill Gap.**
* This pattern repeats most days during the warmer months of the year.
* **On an average summer day, temperatures in the middle part of the Napa Valley may rise to 90 degrees (32 C) during the day and fall to the mid-50s (about 10-12 C) at night.**
* **The fog, however, doesn’t affect all areas of the valley evenly.** 
  + **Fog is more prevalent in the southern reaches of the Napa Valley where it comes up from the San Pablo Bay, and north of Calistoga where is comes in through the Chalk Hill Gap from the Russian River Valley.**
  + **Except on rare days, summer fog will burn off by mid-morning in all areas of the valley, burning off first in St. Helena.**
  + **As shown in the picture, many of Napa’s hillside vineyards are located above the fog line, which generally rises to about 1,400 - 1,600 feet (425-490 meters).**
    - **With little to no influence from fog, these vineyards experience more hours of sunshine, smaller night-and-day temperature swings, and lower overall temperatures due to elevation.**

**Slide 28: Average Annual Rainfall**

Image: Aerial Picture of Napa from the north facing south with info on rainfall

**General Talking Points**

* **Rainfall in Napa Valley occurs almost exclusively in the winter months from November – April, with little if any occurring during the summer growing season.**
* **During the winter months, the northern part of the valley receives significantly more rainfall than the southern part – 60+ (152+ cm) inches in the northern mountain and just 18 inches (46 cm) average in Carneros.** 
  + Overall, the mountains receive more rain than the valley floor.

**Slide 29: Elevation and Topography**

Image: Same aerial phot as before with info on altitudes

**General Talking Points**

* **Elevation and Topography** alsoplay crucial roles in the diverse climatic conditions found throughout the Napa Valley.
  + **Elevation**
    - It changes along the valley floor, from the flat, sea-level estuaries in the south near San Pablo Bay to Calistoga (350 ft./100 meters) in the north.
    - The mountain ranges that create the Napa Valley rise to 2,600 ft. (800 meters), allowing vineyards to exist at various elevations throughout the area.
    - Higher elevations (approx. 1,400 – 1,600 ft./425-490 meters) sit above the marine layer, creating different environments than on the valley floor.
  + **Topography-** A vineyard’s slope angle and directional aspect can have a strong effect on how grapes grow and vines are tended.
    - Slope (the vertical angle of the vineyard)
    - Aspect (the directional orientation of the vineyard)
  + **As you can see in the picture, the Napa Valley has vineyards with every different elevation, topography, slope and aspect imaginable creating a huge diversity of vineyard conditions.**

**Slide 30: Temperature**

Image: Same image as before with info on temperatures

**General Talking Points**

* **As a result of the elevation and proximity to the Pacific Ocean (via San Pablo Bay and the Chalk Hill Gap) of a specific vineyard, daytime temperatures vary dramatically throughout the AVA during the growing season.** 
  + **In summer, there can be as much as a 20° difference between Carneros (cooled by marine breezes) and the northern reaches of the valley floor.**
  + Higher elevations experience cooler daytime temperatures than those on the valley floor.
* **Due to the cooling effect of the marine layer, there is a large diurnal (day to night) temperature swing throughout the valley.**
  + The range is greatest on the upper valley floor (40-50-degree swing)
  + Lower in the southern reaches of the valley floor (20-30-degree swing)
  + And smallest in the mountains (15-20-degree swing)

**Slide 31: Viticulture**

Image: Aerial Vineyard Picture

**General Talking Points**

* While the soil and the climate are prerequisites for great terroir, nothing would happen if it were not for the people who farm the land and make the wine.
* **Let’s take a look at how vineyard and winery practices build upon Napa Valley’s diverse soils and climate to create high-quality wines.**

**Slide 32: Varietal Selection**

Image: Newly planted vineyard

**General Messaging Points**

* **What is it about the land that allows Napa Valley grape growers to produce high-quality grapes?**
* Napa Valley’s Mediterranean climate is ideal for ripening grapes with minimal threat of disease and great vintage-to-vintage consistency.
* The large diurnal shifts between day and night temperatures help to preserve acidity in the grapes, allowing for farmers to balance ripeness and acidity.
  + Sugar is produced by photosynthesis during the daylight hours, the pace of which increases as temperatures rise.
  + Acidity, which begins high in an unripe grape, is lessened through respiration, which takes place 24 hours a day; cool temperatures at night slow down the metabolism of the grape, therefore slowing nighttime respiration and preserving acidity.
* **The diversity of soil types and micro climates allows vintners to plant the right varieties in the right places (aided by the lack of regulation dictating which varieties get planted).**
  + Example: Pinot Noir and Chardonnay in Carneros and Cabernet Sauvignon further up valley; Cabernet is planted in predominantly rocky and gravelly soils with Merlot planted in heavier clay soils.

**Slide 33: Vineyard Practices**

Image: Vineyard worker harvesting grapes

**General Talking Points**

* **When planting and farming a vineyard, a grower is able to use both time-tested farming methods and the latest technology from UC Davis and other research universities.**
* **Growers can use the latest rootstocks and clonal material to match the attributes of a particular vine to a specific vineyard.**
  + Example: Drought-resistant rootstocks and clones on hillsides where water is most scarce, with rootstocks and clones most suited to plentiful water in valley floor vineyards.
* **The vast majority of vineyards are hand farmed and harvested, allowing personal attention to be given to each vine.**
  + It’s not unheard of for each vine in a particular vineyard to be touched by a human hand up to 10 times in a single growing season.
    - Pruning, canopy management, leafing, dropping fruit and harvest
  + Farmers are able to adjust the yields of a vineyard according the natural vigor of the vineyard and the vines, thus creating a balanced vine.
* **Bottom line: The combination of great soils, ideal climate, and a farmer’s attention to detail in the vineyard allows Napa Valley to produce wine grapes of the highest quality, tailored to the environment of the vineyard site and grape variety.**

**Slide 34: Terroir and Viticulture**

Image: Graphic showing relationship between site selection and viticultural practices

**General Talking Points**

* So how does terroir drive viticulture? First, **growers must seek to understand the character of the vineyard site; only then can the best viticultural practices be put into place.**
* **Site selection** factors include the following, and all affect growing decisions:
  + **Topography**
  + **Soil composition**
  + **Drainage**
  + **Sun exposure**
  + Microclimate conditions
* These factors will inform **vitcultural practices**, such as:
* **Vine material selection (rootstocks and clones)**
* **Soil management**
* **Irrigation techniques**
* **Trellising and canopy management**

**Slide 35: Technology**

Image: Vineyard weather station

**General Talking Points**

* **To help them continuously improve grape-growing and winemaking, Napa Valley growers and winemakers harness the latest technology in the vineyard and winery.**
* Vineyard:
  + Use of the latest clones and rootstock material
  + Vineyard mapping using NASA satellite technology
  + Grapevine monitoring to get real-time information on what’s going on within individual vines
    - Example: vine sensor technology from Fruition Sciences
  + Vineyard weather stations helping farmers monitor and predict conditions in individual vineyard blocks, informing their farming decisions on things like irrigation
  + Other research done at the UC Davis field station in Oakville
* **Interesting Note:** During the late 1980s and early 1990s, phylloxera hit the area again, forcing vineyard owners to replant thousands of acres of vines. Despite being costly to the wine industry, **it turned out to be a blessing in disguise. It allowed vineyard managers to rethink their farming practices before replanting vines using the latest technology.** Now, 25 years later, vineyard managers are starting to replant the vineyards planted in the wake of phylloxera, giving them an opportunity to implement the lessons they’ve learned since the last replanting cycle.

**Slide 36: Winemaking**

Image: Cellar workers shoveling out a tank

**General Talking Points**

* **How do Napa Valley winemakers create quality wine?**
* It’s often said in almost any quality grape-growing region that “winemaking starts in the vineyard.”
  + It’s the job of the winemaker to transform the high-quality fruit into world-class wine.
* Inside the winery, most Napa Valley winemakers agree that “less is more” and their best approach is gentle and “hands off,” allowing the grapes to express themselves.
* This said, **there are many things that winemakers do in the winery that create an environment where high-quality wines can be produced. Over the next few slides, we’ll explore just a few of the things winemakers do in the winery to ensure quality.**

**Slide 37: Attention to Detail**

Image: Winemaker manually 'punching down' a tank of red grapes

**General Talking Points**

* **Attention to detail**: **Winemakers in the Napa Valley pay attention to even the smallest details of wine production to ensure that they are in control of the process every step of the way.**
* Here are just a few examples:
  + **Small lot fermentations**: Winemakers ferment grapes from individual vineyard blocks separately in small batches, thus continuing the attention to detail that began in the vineyard.
  + **Daily evaluation**: During fermentation, winemakers not only test the fermenting juice in the lab daily, they also taste through every lot to ensure that everything is proceeding as planned.
* Winemaker Matt Crafton of Chateau Montelena describes winemaking as “having the right people, the right equipment, the right support, in the right place, at the right time.” He goes to say that winemakers “invest significant amounts of time, money, and effort to make small, incremental improvements in their processes because they’re worth it.”
* *Consider discussing what your winery does or what you've seen wineries do during past visits.*

**Slide 38: Equipment and Technology**

Image: Optical Sorter

**General Talking Points**

* **Winemakers use the best equipment and technology (including presses, crushers, de-stemmers, pumps and tanks) to ensure gentle handling of the fruit and wine in the winery.**
* Oak barrels
  + Many wines are fermented and/or aged in high-quality oak barrels to complement the fruit flavors in the wine.
  + The use of oak is often related to a frame around a painting: it accents and compliments the work of art.

**Slide 39: Constant Evaluation**

Image: Graduated cylinder with hydrometer measuring sugar level in a fermenting wine

**General Talking Points**

* **Constant evaluation: Winemakers in the Napa Valley constantly evaluate their wines to ensure quality.**
* In addition to tasting wines daily during fermentation, winemakers:
  + Taste and evaluate wines almost monthly throughout the aging process.
  + Have access to highly accurate (in-house or outsourced) chemical/biological analyses to constantly evaluate quality and provide data to aid in decision making.
  + Rely on their own knowledge and understanding of the science to make subtle adjustments to a wine based on what they taste or the data they gather.
  + Track everything and keep meticulous records.
* In some places, winemakers have 40+ years of institutional knowledge in a single individual vineyard block. The pioneers from the 1960s and 1970s are still here, still working the same ground in many cases, and offer an incredible amount of experience.

**Slide 40: Experimentation**

Image: Pneumatic (automated) punch down device in tank of red grapes

**General Talking Points**

* **Experimentation**: **Winemakers routinely conduct winemaking experiments and trials to figure out how they can push the quality envelope forward, including trying different yeast strains, fermentation vessels, new high-tech equipment, oak barrels from different cooperages and myriad others.**

**Slide 41: Collaboration and Education**

Image: Winemakers tasting and learning together at the annual Innovation & Quality Conference in Napa Valley

**General Talking Points**

* **A Culture of Collaboration: Finally, the culture of collaboration in Napa Valley allows winemakers to constantly share knowledge and help each other improve wine quality.**
* Napa vintners regularly collaborate and participate in local wine technical group meetings and discussions.
* NVV offers regular classes to help winemakers continuously improve quality and share knowledge.
* They also attend knowledge-building programs at local education institutions like UC Davis, Sonoma State University or even the local community college, which has an extensive enology program.
* And, maybe most importantly, winemakers share knowledge in the thousands of informal interactions they have with each other sharing meals and drinks at local restaurants and other places around the valley.

**Slide 40: History Intro Slide**

Image: Timeline of Napa Valley's History

**General Talking Points**

* **Napa Valley has a rich and complex winemaking history dating back to 1838, including many exciting milestones and times of innovation as well as many periods of hardship that created major challenges for vintners. Today, the winemaking industry is better than ever, but let’s take a few minutes to reflect on the journey…**
* **\*Optional interaction:** *Who knows the first event in Napa Valley’s winemaking history? Hint: It occurred in 1838.*

**Slide 43: George Yount**

Image: George Yount in background; years 1838-39

**General Talking Points**

* **Winemaking history in the Napa Valley begins in 1838-39, when George Calvert Yount, founder of the town of Yountville, plants the first vineyards in the valley.**
* He was given the Rancho Caymus Mexican land grant by General Mariano Vallejo for his service to the Mexican army. The vines came from the Sonoma Mission and were the Mission variety, which had been brought up from Mexico with the Franciscan friars as they established missions along the coast.
* **Note**: Mission grapes are a variety of Vitis vinifera, introduced from Spain to the western coasts of North and South America by Catholic New World missionaries for use in making sacramental, table, and fortified wines. While they are vinifera, they were not considered a “quality” grape variety for winemaking.

**Slide 44: Gold Rush**

Image: Picture of prospectors; years 1848-1855

**General Talking Points**

* 1849 started California’s Gold Rush and brought thousands to Northern California.
* In 1850, California gained independence from Mexico, and Napa County was established.
* San Francisco grows from a settlement of 200 in 1846 to a city of 36,000 by 1852.
* Napa County’s population begins to swell as pioneers, prospectors and entrepreneurs take up residence, many of them immigrants from winegrowing regions in the old world.
* Settlers primarily raised cattle and farmed grain and fruit crops, but mining also played a role in the economics of the county. While gold was being prospected in the Sierra, Napa County became a center for silver and quicksilver mining.

**Slide 45: Birth of an Industry**

Image: Early vintners; years 1860s-1870s

**General Talking Points**

* **In the 1860s and ‘70s, Europeans like Jacob Schram, Charles Krug and Jacob Beringer arrived in Napa, eager to try their hand at making wine to rival the wines from their homeland.**
* In the 1860s, George Belden Crane brought the first quality vitis vinifera grapes to Napa Valley. The Mission vine in Napa Valley at the time is a vinifera variety, but makes poor quality wine.
* Calistoga establishes itself as a popular tourist destination and the Napa Valley Railroad Company completes its track to this town in 1868, bringing wealthy tourists to the valley.
* The transcontinental railroad is completed in 1869. Most of the wine at that time was shipped in bulk to San Francisco for sales and distribution.
* **Charles Krug is credited with establishing Napa Valley's first commercial winery in 1861. Schram planted Napa County’s first hillside vineyard. Jacob Beringer works for Charles Krug and then establishes Beringer Brothers in 1875.**
* This all takes place as the effects of phylloxera were being felt in Europe. It was first reported in France in 1863 and 40% of those vineyards would be destroyed through the 1870s. Demand for quality wine would set the stage for Napa to introduce itself as a fine wine-growing region.

**Slide 46: Quality Revolution**

Image: Inglenook in the background; years 1879-1900

**General Talking Points**

* **Gustave Niebaum**, **a Finnish fur trader, used his enormous wealth to import the best grapevines from Europe to Napa**.
* **In 1879 he established Inglenook, the first chateau-style winery in the US and he was also the first to sell wine in bottles.**
* The winery was built by Hamden McIntyre, who was also the first winemaker at Inglenook. McIntyre would build several more iconic wineries and buildings we know today (Far Niente, Chateau Montelena, Eschol--now Trefethen, and Greystone Cellars--now CIA Greystone).
* Inglenook wines won awards the world over, helping establish an early reputation for quality for Napa Valley.
* **Around this same time, H.W Crabb establishes To Kalon and grows over 400 varieties.**

**Slide 47: Napa Valley's First Boom**

Image: Early picture of the Elm tree tunnel in front of Beringer just north of St. Helena

**General Talking Points**

* **By 1889, Napa had more than 140 wineries.**
* Though never a large producer – that description was more apt for other agricultural areas of California, like Los Angeles, Sonoma, and Livermore – Napa was booming.

*PHOTO: Avenue of Elms, St. Helena, about c. 1900. Frederick Beringer (sitting on his barrel), next to his daughter*

**Slide 48: Weathering Storms: Phylloxera**

Image: Image of growers ripping out vineyards because of phylloxera; year 1890s.

**General Talking Points**

* But, what’s a success story without a stunning setback or two?
* **In the late 1890s, phylloxera, tiny sap-sucking insects which feed on the roots of grapevines and kill them, hit and nearly decimated Napa’s vineyards.**
* **Acreage in Napa Valley declined from 15,807 in 1888 to just 2,000 acres by 1900.**

**Slide 49: Weathering Storms: More Setbacks**

Image: Image of earthquake, world war prohibition and great depression; years 1906-1933

**General Talking Points**

* From 1906-1933, the Napa Valley winemaking industry was impacted by many large-scale events and disasters in California and the United States.
* **In 1906, the San Francisco earthquake destroyed 30 million gallons of California wine in San Francisco warehouses, much of it from Napa Valley, and wiped out Napa Valley’s biggest wine market.**
* **Eight years later, in 1914, the world found itself caught up in the First World War, with the United States entering it in 1917.**
* **The enactment of Prohibition in 1920 lasts 13 years.**
* **In 1929, the Great Depression creates additional challenges for the whole country including Napa Valley’s struggling wine market.**

**Slide 50: Recovery**

Image: Historic image of winery employees with year 1933

**General Talking Points**

* **\*\*Optional interaction:** Who can guess how many wineries remained in Napa Valley at the end of prohibition? Answer: 12
* **At the end of this period, only 12 wineries remained in Napa Valley, making medicinal and sacramental wine – and maybe doing a little bootlegging on the side.**
* However, with its repeal, Napa Valley began the slow road to recovery.

**Slide 51: Rebirth**

Image: Important vintners in background; years 1933-1960s

**General Talking Points**

* **Credit for the post-World War II rebirth of the Napa Valley wine industry goes to a handful of bold and visionary vintners:**
  + **Louis M. Martini** founded his eponymously named winery in 1933.
  + **Georges de Latour**, of Beaulieu Vineyards, recruited **Andre Tchelistcheff** in 1938. Tchelistcheff had been a research enologist from France's Pasteur Institute, bringing to Napa Valley revolutionary ideas like clean winemaking, temperature-controlled fermentations and aging in small French oak barrels.
  + In 1939, **John Daniel, Jr.** (Gustave Niebaum’s great nephew) inherited Inglenook and ran the winery for 25 years.
  + In 1943, the **Mondavi family** purchases Charles Krug Winery and moved to the Napa Valley from Lodi.
* A few pre-Prohibition wineries came back to life between the late 1930s and the mid-1960s, but new winery growth was limited to just a handful.
  + - **Stony Hill Vineyard** (est. 1952) and **Heitz Wine Cellars** (est. 1961)
  + **In 1966, Robert Mondavi founded his iconic winery on Highway 29** with the goal of producing wines that would rival the finest wines of Europe.
    - Mr. Mondavi’s renowned marketing strategies brought worldwide recognition to Napa Valley and its wines.
    - He believed in wine hospitality and graciously welcomed visitors to the winery’s public tasting room.
    - His vision helped propel Napa Valley’s position in the world of wine and was a major factor in Napa Valley’s 20th century Renaissance.

**Slide 52: NVV is Born**

Image: Image of NVV's founding members; year 1944

**General Talking Points**

* **Seven Napa Valley vintners signed the agreement of association in October 1944 with the idea that “we are stronger together than individually.”**
* Many of these vintner leaders, like Louis Martini, John Daniel, Jr., and Robert Mondavi knew there were challenges ahead for their fledgling wine industry, not the least the ongoing threat of natural disasters and growing regulation.

*Many of the NVV's founding members were featured in this picture, which was taken around the time of NVV's founding. Left to Right:* ***Charles Forni*** *(Napa Valley Cooperative Winery),* ***Robert Mondavi*** *(C. Mondavi & Sons),* ***Brother Timothy*** *(Mont La Salle),* ***Al Huntsinger*** *(Napa Valley Cooperative Winery),* ***Mike Ahern*** *(Freemark Abbey),* ***Charles Beringer & Fred Abruzzini (****Beringer Brothers),* ***Louis M. Martini, John Daniel Jr*** *(Ingelnook Vineyard Co.), and* ***Martin Stelling, Jr.*** *(Sunny St. Helena).*

**Slide 53: Agricultural Preserve**

Image: Historic pictures of Napa Valley and San Mateo County showing agriculture

**General Talking Points**

* **The Napa Valley Ag Preserve was the first in the U.S. to set aside land specifically for agriculture.**
* **Founded in 1968, it’s been going strong for nearly 50 years without compromise, and now protects 32,000 acres of valley floor farmland and many more acres of land on the surrounding hillsides zoned as ag watershed.**
* Another 55,000 acres of Napa Valley land have been placed into permanent conservation easements by the local Land Trust.
* This slide and the next show the impact of the Ag Preserve on our county…and our way of life.
* **Here’s an aerial photo of Napa Valley and the Santa Clara Valley taken around 1940 – both of these communities are about an hour from San Francisco…**

**Slide 54: Agricultural Preserve Today**

Image: Recent pictures of same areas of Napa and San Mateo counties today

**General Talking Points**

* **To underscore the importance of the ag preserve, A photo was taken again of the same two places in 2005 – a couple of pictures here are worth more than 1,000 words!**
* **Today, more than 444,000 acres of Napa County's 500,000 acres are under high levels of protection from development; these include areas protected in the ag preserve, ag watershed and other conservation easements.**
* **The founding of the Agricultural Preserve is just one example of Napa Valley’s history of sustainable agriculture, which also includes the passing of the Winery Definition Ordinance in 1990** (setting the definition of a winery as an ‘agricultural processing center’ and regulating what a winery can do agricultural land), **the hillside farming and stream setback ordinances in the early 1990s** (aimed at limited erosion and sediment build-up in the Napa River) **and our Napa Green programs,** which we’ll talk more about in a moment, among others.
* **Today, Napa Valley grape growers farm under some of the most stringent regulations in the country.**

**Slide 55: Paris Tasting of 1976**

Image: Panel of tasting judges from the Paris tasting, year 1976

**General Talking Point**

* If a single event can be credited with putting Napa Valley on the wine map, it was the **Paris Tasting of 1976**.
* **\*\*Optional interaction:** Who knows which types of California wine were tasted at this blind testing?
* This blind, comparative tasting pitted **Cabernet Sauvignon** and **Chardonnay** from California against the best wines of Bordeaux and Burgundy in a blind tasting. When the tasting was done, the judges had given top honors to Chateau Montelena Chardonnay and Stag’s Leap Wine Cellars Cabernet Sauvignon.
* **Napa Valley would never be the same, and the number of wineries would grow from a few dozen to several hundred today. The hard work of Napa Valley’s vintners was starting to pay off.**

**Slide 56: Napa Valley becomes and AVA**

Image: Napa Valley Welcome sign, year 1981

**General Messaging Points**

* **As we’ve already discussed, 1981 was a big year in Napa Valley because the region was officially recognized as California’s first American Viticultural Area.**

**Slide 57: Auction Napa Valley Begins**

Image: Picture from an early Auction Napa Valley, year 1981

**General Talking Points**

* **Also in 1981, Robert and Margrit Mondavi, along with their fellow vintners and NVV, began a little bake sale to raise money for the region’s two local hospitals. Today, Auction Napa Valley is one of the world’s most successful charitable wine auctions and has given more than $180 million to local nonprofits largely in the areas of children's education and community health.**

**Slide 58: Conjunctive Labeling and Quality Revolution**

Image: Bottles of wine and vines affected by phylloxera, years late 1980s and early 1990s

**General Talking Points**

* **Conjunctive Labeling**: **In the wake of Napa Valley becoming an AVA in 1981, many smaller areas of the valley began to seek their own AVA recognition – Howell Mountain was the first nested AVA to be recognized within the Napa Valley AVA. Faced with the possibility that the greater Napa Valley AVA would get lost as individual AVAs within Napa competed for attention, local vintners petitioned the state government in Sacramento to pass the conjunctive labeling law stating that any time a sub-AVA of Napa Valley appears on a wine label, it must appear “in conjunction with” the words Napa Valley (this does not apply to Los Carneros and Wild Horse since these two AVAs are not entirely contained within the Napa Valley AVA).**
* **Quality Revolution: In the late 1980s and early 1990s, Phylloxera, which had devastated the valley 100 years before, returned to devastate the valley once again.** (Phylloxera attacked the AXR1 rootstock, which was widely planted in the valley and was thought to be resistant to the louse.)
  + **Although the new infestation was heavily damaging and costly to grape growers, it also gave them a chance to replant vineyards using the latest technology coming out of UC Davis and other research institutions, paving the way for a quality revolution across the valley.** In the end, this replanting was a positive advancement for Napa Valley wines.

**Slide 59: Premiere Napa Valley Begins**

Image: Premiere bottle; year 1997

**General Talking Points**

* **In 1997, Napa Valley Vintners created Premiere Napa Valley, an auction of one-of-a-kind wines offered in small lots to members of the wine trade.** The goals of the event were tri-fold: 1) to promote the Napa Valley among members of the wine trade, 2) to advance the quality of Napa Valley wines by encouraging wineries to offer top-quality unique wines, and 3) to raise money to support the association’s mission of promoting, protecting and enhancing the AVA.

**Slide #60: Napa Green**

Image: Landscape of vineyards; year 2000s

**General Talking Points**

* **Napa Green Land**
  + **Building on the environmental regulations established in the 1990s, the Napa Valley Vintners, along with several other local, regional and state agencies and environmental organizations, developed the Napa Green Certified Land program in the early 2000s.**
  + The program uses sustainable agricultural practices tailored specifically to enhancing the Napa River watershed and restoring natural habitat, including soil conservation and use of integrated pest management.
  + **It’s the wine industry’s most comprehensive “best practices” program, meeting and exceeding nearly 20 local, state, and federal “best practices.”**
  + More than 50% of all Napa Valley’s vineyard land is now certified Napa Green.

*Important note: Napa Green Land is different from California Certified Organic in that Napa Green looks at the farming process, e.g., how is an entire farm property (roads, open space as well as vineyards) is being managed. Organic looks at inputs, e.g., whether the chemicals a farmer is applying to the vineyard are organic or inorganic. The two programs are complimentary rather than mutually exclusive.*

*Additional info: There are two program pathways to achieve Napa Green Land Certification: Fish Friendly Farming, run by the California Land Stewardship Institute, and the LandSmart program, operated by the Napa County Resource Conservation District. Both organizations help landowners draft the farm plan necessary for the Napa Green Land program. Upon enrollment, each participant receives one-on-one technical assistance and field review. Program components are specific to the Napa River watershed and are technically based and involve significant scientific analysis.*

*The Farm Plan addresses all aspects of the property and outlines practices to achieve soil conservation, water conservation, stable drainage, riparian corridor enhancement, fisheries enhancement and long-term improvement and sustainability.*

*Both programs offer independent, third party certification. The certification team visits the farm and discusses the site and farm plan implementation timeline with the property owner. Each farm plan is certified based on completeness and accuracy in describing the resources and current practices of the farm, the needed best management practices and the implementation timeline. Once certified, the grower receives a letter from each of the certifying agencies which recognizes the grower's commitment to improve water quality and habitat values. Certification is good for five years*

* **Napa Green Winery**
* **Napa Green Certified Winery is a companion program launched in 2008 that implements best practices for wineries to reduce, reuse and recycle energy, water and waste to eliminate greenhouse gasses.**
* 71 wineries are certified Napa Green with many more in process.
* Wineries complete more than 100 measures to achieve certification

*Additional info: Enroll your winery in the Napa Green Certified Winery program by going to NapaGreen.org. The Napa County green business coordinator and Napa Green staff work with wineries through needed steps to ensure that program goals and objectives are met. After your successful site visit, your winery will be formally certified by the California Green Business program and will become a Napa Green Certified Winery.*

*Certified wineries must demonstrate continuous improvement to be recertified and maintain certification and designation as a Napa Green Certified Winery. Recertification occurs every three years.*

**Slide 61: Global Name Protection**

Image: Image of bottles; year 2000s

**General Talking Points**

* **Around the same time, the NVV on behalf of its member wineries began increasing its efforts to protect the Napa Valley name around the world.**
* More and more, people are realizing how important place of origin is when it comes to quality winemaking.
* **That’s why the Napa Valley Vintners has joined forces with leading wine regions around the world to build respect for and protection of winegrowing place names.** 
  + This coalition seeks to educate consumers and influence policy and opinion makers on the importance of the integrity of winegrowing place names.
  + *Members of the coalition include:* Napa Valley, Champagne, Jerez-Xérès-Sherry, Oregon, Porto, Washington State, Walla Walla Valley, Tokaj, Willamette Valley, Victoria, Chianti Classico, Paso Robles, Sonoma County, Rioja, Western Australia, Long Island, Bourgogne/Chablis, Santa Barbara and Bordeaux.
* **Napa Valley Vintners also believe that for a wine to have “Napa Valley” on the label, including in the brand name, it should have Napa Valley wine in the bottle.**
* In other words, consumers should know where the wine they’re drinking really comes from.
* **The Napa Valley Vintners work to ensure that truth in wine labeling laws are adhered to around the globe – and have taken the fight all the way to the U.S. Supreme Court, China, the European Union and other major countries.**
* Here are a few major milestones:
  + **2005**: The NVV takes a case against the Bronco Wine Company to the U.S. Supreme Court and wins, establishing that any brand using the name Napa, or any of the names of appellations wholly contained within Napa County, to qualify at minimum for the Napa County appellation of origin. The regulation is a natural adjunct to the state law enacted in 1990 that requires “Napa Valley” to be used on the label in conjunction with any of the appellations wholly contained within Napa Valley.
  + **2007**: Napa Valley becomes the first non-European wine region officially recognized by the European Union.
  + **2012:** Napa Valley becomes the first wine region in the world officially recognized in China (before both Bordeaux and Champagne).
* We also continuously monitor trademark applications around the globe to ensure adherence to these principles.

**Slide #62: Today – Quality**

Image: New Vineyard Planting

**General Talking Points**

* **Today, the Napa Valley has a thriving and dynamic wine industry that is well-respected on the world stage, striving to meet the challenges of the future.**
* **Now, 25 plus years after the phylloxera epidemic of the late ‘80s and early ‘90s, growers are beginning a cycle of replanting giving them an opportunity to once again elevate the quality of Napa Valley wines starting in the vineyards.**

**Slide 63: Today – Sustainability**

Image: Napa Green Land and Winery signs

**General Talking Points**

* **Today, Napa Valley is looking to build on its record of sustainability, aiming to prove that it is the world's most sustainably farmed wine region.**
* **In 2015, the Napa Valley Vintners announced its goal that all eligible members will be in the Napa Green program by the end of 2020.**
  + Note: members may not be eligible for these programs if they do not own a vineyard or winery facility.

**Slide 64: Today – Caring for the Community/Auction Giving**

Image: NVV board members presenting a check to local boys and girls club

**General Talking Points**

* **In addition to striving to be the one of the greenest wine regions in the world, Napa Valley is also striving to be a model for social sustainability.**
* **By far, the biggest way vintners give back to the local community is through Auction Napa Valley.**
* **The charity auction, which takes place every June, has allowed the NVV to give more than $180 million since its founding, mostly in the areas of community health and children’s education.**
* **The money makes a difference in the lives of more than 100,000 clients of Napa County nonprofits annually and is a major source of funding for many of them, including OLE Health, which provides primary care for one in six Napa County residents.**

**Slide #65: Today – Social Sustainability**

Image: Local residents walking through a vineyard

**General Talking Points**

* **In addition to caring for the community through proceeds from Auction Napa Valley, the NVV and the local wine industry are constantly seeking ways to build goodwill and understanding between the wine industry and community.**
* These programs include:
  + Adopt-a-School, where wineries and other local business sponsor schools
  + The Napa Neighbor Program, in which locals get access to special experiences and discounts at many wineries
  + Morning in the Winery and Afternoon in the Vineyards in which wineries and vineyards invite local residents to learn about how the industry works while tasting a wine or two
  + Finally, and possibly most importantly, almost every winery is involved in numerous charities through donations and the involvement of employees

**Slide #66: Napa Valley Vintners**

Image: NVV Office

**General Talking Points**

* **Now that we’ve gone through the complex history of winemaking in Napa Valley, let’s talk a little bit about Napa Valley Vintners and what we’re doing today.**

**Slide #67: NVV Mission Statement**

Image: Landscape image of valley with mission overlaid

**General Talking Points**

* **Seven decades after being formed and now more than 525 wineries strong, the Napa Valley Vintners still works to promote and protect – as well as enhance – the Napa Valley as one of the world’s premier winegrowing regions.**
* **NVV Mission Statement: To promote, protect and enhance the Napa Valley ~~Appellation~~.**
* NVV members are deeply committed to conservation and sustainable farming, and to supporting the local community through charitable work.
* The Napa Valley wine industry thrives on a strong culture of collaboration and pride in its agricultural heritage, community and appellation.
* As the appellation is defined by the soils, climate, geology and topography, it has also been shaped by the contribution of its people.

**Slide 68: Promoting the Valley**

Image: NVV Wine Tasting Event

**General Talking Points**

* **The work of the Napa Valley Vintners falls into three broad categories: marketing and promoting the AVA, working to protect and enhance the region and the industry and fostering the sense of collaboration and community within the wine community.**
* **Whether on the road or at home, members of the Napa Valley Vintners work together to promote the Napa Valley through a variety of programs both within and outside of the valley, including at our annual charity wine event Auction Napa Valley.**
* Our barrel tasting and auction, Premiere Napa Valley, encourages vintners to create some of the rarest and highest quality wines made in Napa Valley.
* Every year NVV brings groups of trade, educators and writers to Napa Valley to learn more about the appellation and its wines.

**Slide 69: Protecting the Valley**

Image: Landscape of the valley

**General Talking Points**

* **The second category of NVV’s work involves its efforts to protect the Napa Valley: its name, its industry, its land, its people.**
* **As part of this, as mentioned before, falls the NVV’s community, name protection, and sustainability work.**
* **The NVV also works to protect the wine industry.**
* **Vintners pay attention to what’s happening in the wine industry in general.**
* **Much like the founding members of the NVV in the 1940s, vintners today understand that they can do more together than on their own.**
* **The NVV actively monitors winery and viticulture issues and takes action collectively when needed.** 
  + **For example, the Napa Valley wine industry has twice imposed ongoing taxes on itself…**
    - **The first enhances local efforts to monitor and eradicate vineyard pests and diseases,**
    - **And the other helps fund housing for the workers who tend to our vineyards.**

**Slide 70: Fostering Collaboration**

Image: NVV Member Party

**General Talking Points**

* **Finally, the NVV works to foster the sense of collaboration that exists within the Napa Valley wine community, a sense that’s alive and well in Napa Valley today. They do this by convening industry-wide meetings and parties, and by providing myriad educational and training programs for winery employees to become better at their jobs. As Robert Mondavi was often quoted as saying, “In Napa Valley, a rising tide lifts all boats.”**

**Slide 71: Top 5 Takeaways**

Image: List of top five takeaways

**General Talking Points**

*This slide is an opportunity for a presenter to conclude the presentation, reiterating the points previously made. We encourage the presenter to tailor these takeaways to the audience.*

* **We’d like to leave you with these top 5 takeaways:**

1. **Extraordinary Place**
2. **Quality Wines**
3. **Culture of Collaboration**
4. **Thriving Industry**
5. **History of Cultivating Excellence**

**Slide #72: Learn More/Contact Info**

Image: NVV website and social media handles