To support and promote Napa Valley’s vineyard workers through education and professional development

To preserve and promote Napa Valley’s world-class vineyards
What a year! 2020 was nothing any of us could have expected.

We hope that your family, friends, and teams at work are all healthy and safe.

In our capacities as President of the Napa Valley Grapegrowers and the Napa Valley Farmworker Foundation, we have been fortunate to witness, first-hand, the response of our grower and farmworker community and the dedication with which leaders within both organizations approached every moment of crisis this year. Staff worked around the clock to bring forward invaluable resources and programs to provide COVID-19 support, wildfire recovery support, and critical harvest information in an unprecedented growing season. We’re in awe of the committee members and directors who put in countless extra hours and defined a path forward when everything looked fuzzy.

And we are deeply grateful to you, for supporting our mission and showing tremendous strength in community. Thank you.

The Napa Valley Grapegrowers and Napa Valley Farmworker Foundation remain committed to providing strong leadership for our members and the community-at-large as we rebuild.

We are proud to share this Annual Report with you. We look forward to gathering at future Annual Dinners, Membership Meetings, Harvest STOMPs, workshops, and Dia de las Familias.

For now — we raise our glass to you and to a brighter year ahead.

Steve Moulds  
President, Napa Valley Farmworker Foundation

Paul Goldberg  
President, Napa Valley Grapegrowers
COVID-19 Response

Funded four months of childcare for children of farmworkers through the Boys & Girls Clubs of Napa Valley

Funded staffing and supplies for the St. Helena Hospital Foundation's COVID-19 Mobile Testing Unit providing up to 200 tests to farmworkers daily

Distributed 2,500 COVID-19 Health and Safety Kits to grower and vineyard teams

4 MESES DE CUIDADO GRATIS PARA LOS HIJOS DE LOS TRABAJADORES AGRÍCOLAS

Funded four months of childcare for children of farmworkers through the Boys & Girls Clubs of Napa Valley
Purchased Chromebooks and supported students with an introductory Technology Workshop to ensure online learning success

Hired a Farmworker Foundation Project Coordinator to translate all information into Spanish and assist with community relations

Hosted COVID-19 Webinars and created a Member Resources & Digital Library

Advised on COVID-19 safety protocols and connected farmworkers with support resources
COVID-19 Response
Distributed 15,000 reusable cloth masks to Napa Valley's vineyard workforce

“The Napa Valley Farmworker Foundation has gone above and beyond this year to support us in our efforts to make a safe workplace for farmworkers.”

GUSTAVO AVIÑA, VITICULTURE DIRECTOR
PINE RIDGE VINEYARDS
Installed more than 70 signs throughout Napa County to communicate social distancing in the vineyard

Created an ‘at-a-glance’ bilingual Member Resource library on what to do in an emergency, including information such as:
- Safety resources and a summary of regulatory requirements related to smoke and fire
- Current disaster assistance opportunities for grape growers

Advocated for Napa Valley agriculture to be included as an essential business

**DATA POINTS**

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**ABOVE:** Formed the COVID-19 Task Force and implemented a multi-media, cross-county PSA campaign
Developed programs with custom crush facilities, whereby NVG members can crush their unsold fruit for a profit

BELOW: Launched a new Napa Valley Winegrape Market networking platform

- Updated the Grape Purchase Agreement template
- Hosted recorded webinar on “Grape Purchase Agreements: Is This the New Normal?”
Wildfire Response
Contributed $100,000 to the Napa Valley Community Foundation Wildfire Relief efforts to support lost harvest wages for farmworkers

“During this fire season, NVG provided support to many of us. Their staff sprang into action, directing members where to find emergency assistance and advocating on behalf of growers for recovery efforts. Most importantly, they continue to think ahead, working to develop guidelines for the industry and local government to work together to avoid another devastating fire event.”

AMY WHITEFORD, DIRECTOR OF VINEYARD OPERATIONS
BLOODLINES WINE
Wildfire Response

Distributed 25,000 N95 masks to protect workers during harvest

Distributed step-by-step guidance for growers affected by the fires:
• 5-step testing process for crop insurance claims
• Mitigating losses with winery partners
• Immediate steps for dealing with smoke exposure
• 3 steps for considering custom crush and the bulk market

Hosted fire recovery seminars on grape purchase agreements, understanding smoke damage claims, fire ecology and best practices to protect vineyards, and climate resiliency

Hosted a fire resources community fair promoting watershed protection following the fires for all Napa County landowners

Advocated for wildfire recovery recourses for growers:
• Advocated for emergency designations to ensure financial relief for growers affected by 2020 wildfires
• Streamlined emergency access to evacuated areas for essential ag activities
• Lobbied Napa County for immediate emergency support securing:
  - Relief from Erosion Control Plan (ECP) deadlines
  - Support for removal of hazardous debris
  - Exemption for fire-affected properties from the Track II replant requirements
• Assembled NVG’s Fire Recovery Town Hall with state and federal officials
• Supported farmworker wage replacement program and advocacy
The Napa Valley Grapegrowers and Napa Valley Farmworker Foundation remain focused on providing value for members, advocacy for Napa Valley vineyards, and education and support for the farmworker community. Your support ensures that our community will emerge stronger, with more resources and tools to be prepared for the future.

Thank You to Our Amazing Community for Your Unwavering Support

2021 Goals at-a-Glance

**Napa Valley Grapegrowers**

01 | Produce virtual seminars and programs that deliver critical information to members

02 | Continue to be the authority on vineyard best practices for grape growers and vineyard workers

03 | Foster a positive public perception of agriculture and be proactive in meeting the challenges of climate change and diversity in our industry

**Napa Valley Farmworker Foundation**

01 | Launch bilingual website to serve farmworkers, growers and donors

02 | Expand Financial Literacy Program to include vineyard budget and cost management workshops

03 | Create three new vineyard best practice videos

04 | Continue COVID-19 education campaign
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Opus One
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Premiere Viticultural Services
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Amy Whiteford
Bloodlines Wines
Dave Whitmer
Napa County Planning Commissioner
John Wilkinson
Wilkinson Vineyards and
Bin to Bottle

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Silverado Farming Company
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Michael Wolf Vineyard Services
The Napa Valley Grapegrowers & Napa Valley Farmworker Foundation office has moved!
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